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INSPIRING CANADA'S BEAUTY EXPERTS

GIFT GIVING IDEAS

THIS SEASON'S BEST GIFTS, ADVENT CALENDARS, AND MORE

CANADIAN BRAND BATHORIUM

FROM EARLY DAYS TO OPRAH'S FAVOURITE THINGS HOLIDAY 2025

BEAUTY TRENDS

NEW LOOKS, NEW FORMULAS, AND NEW WAYS TO SHOP FOR THE FESTIVE SEASON

Beauty's Best Issue

CONGRATULATE THIS YEAR'S WINNERS!

CLARINS

Double Serum

CLARINS
PARIS

Double Serum
[HYDRIC + LIPIDIC SYSTEM]
LIGHT TEXTURE
Traitement Complet Jeunesse Intensif
Complete Age-Defying Concentrate

CLARINS
PARIS

Double Serum
[HYDRIC + LIPIDIC SYSTEM]
Traitement Complet Jeunesse Intensif
Complete Age-Defying Concentrate

CLARINS
PARIS

Double Serum
[Hydrolipidic System]
Eye
Traitement Yeux Anti-Âge Intensif
Complete Age Control Concentrate

40 YEARS OF Double Serum CLARINS

THE MOST COMPLETE AGE-DEFYING CONCENTRATE*

ICONIC FOR 40 YEARS

*At Clarins.

Publisher's Note

Winter 2025

The holiday season is upon us and filled with so many great holiday gift sets, advent calendars and festive items. It is definitely the MOST WONDERFUL TIME OF THE YEAR right after the Beauty's Best awards of course.

In October, the industry came together to celebrate the Best People and Best Products of the Year. The night was filled with some of the best acceptance speeches from our service award winners, surprised and delighted product award winners, a tribute to an old friend Hudson Bay and some Halloween Spirit fun. A huge thank you to all of our sponsors this year for making this magical night come to be. And a special congratulations to all of this year's finalists and winners. Check out the highlight section in this issue for the photo gallery of the evening.

Do you have your advent calendar started? If not, there's still time to grab one and best of all, you can open the first four doors. Check out my picks for some of my faves this year which include Rennai, L'Occitane, Body Shop and of course, those filled with delicious chocolates. Why not – it is the holiday season after all.

This issue is filled with some incredible features including my time with Chatters at their Symposium in Calgary – what a great time! Bathorium – the brand that made it to the Oprah Winfrey Favorite
Holiday Things list for 2025; Dermtek Pharma turned 40 this year and I had the opportunity to connect with CEO Michel Lavoie and a new distributor is off to a great start – read my interview with Patricia Abergel of Prestige Cosmetiques.

The snow and cold have started early this year in parts of the country, so get yourselves winter ready. Get your snow tires on and pull out your winter accessories and stay warm. And don't forget to take care of your skin – the dry winter months can be so damaging to your skin. We have tips on what you need to do this winter to stay moisturized.

We would like to wish all of you the Happiest of Holiday seasons. Enjoy some festive time with your family, friends and loved ones. Thank you for being part of our Cosmetics Magazine family in 2025. We look forward to bringing you more exciting stories, tips, product launches and innovation in the new year.

HAPPY HOLIDAYS from all of us at Cosmetics Magazine and Cosmetics Alliance.

Frank Turco

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WINTER 2025

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DERMTEK PHARMA Turns 40

Celebrating with generations of family and past and present employees

By Frank Turco

In 1985, Robert Lavoie dreamed of creating the first Canadian pharmaceutical company which formulated and distributed its own dermatological products. Together with his partner Nicole Clavet, and a carefully selected team of passionate and dedicated employees at their sides, they embarked on a journey to revolutionize skin care in Canada—guided by a relentless commitment to researching excellence.

And it was in that year that Dermtek was founded carving out a niche in a multi-national dominated industry with the continuous support of Canadian Dermatologists. Fast forward to today and Dermtek has and continues to offer Canadians innovative pharmaceutical therapies.

Over the 40 years, Dermtek has been at the forefront of dermatological care. Robert Lavoie, and his son Michel who has taken over as president, have been recognized over this time for many accomplishments and accolades.

- 2004 Robert Lavoie is inducted into the Canadian Healthcare Marketing Hall of Fame
- 2008 Robert Lavoie becomes a Life Benefactor of the Canadian Dermatology Foundation
- 2010 Michel Lavoie becomes a Life Patron of the Canadian Dermatology Foundation
- 2016 Robert Lavoie is given the Award of Honour from the Canadian Dermatology Association for improving the quality of life of Canadians

And the milestones did not stop there:

- 2019 Dermtek commits to using ingredients of natural origin, whenever possible
- 2023 Michel Lavoie joins his father in the Canadian Healthcare Marketing Hall of Fame
- 2025 Dermtek wins the West Island of Montreal Chamber of Commerce award in distribution

Between 1990-1994, Dermtek launched two of its most known brands – Ombrelle and Reversa. Ombrelle focused on sun protection while Reversa focused on correcting sun damage and did so at a time when anti-aging was still in the innovation stage. In 1997, Ombrelle was acquired by L'Oreal.

Reversa, Dermtek's cornerstone brand, pioneered glycolic acid AHA therapies remain Canada's leader in dermo-cosmetic skin care— proudly 100% vegan, cruelty-free (PETA-certified), and paraben-free. Today, the entire Reversa brand proudly adds the PETA Approved logo (certified vegan and cruelty-free) on all packaging. And the Reversa brand has been recognized over the years with several product awards including the 2023 Beauty's Best Clean Beauty product award and recent awards for...

Dermtek Pharma, a family run and owned business is now on its 2nd generation of family leaders and celebrated an extremely important milestone this year. I sat down with president Michel Lavoie to find out what they did to celebrate and learn more about his journey into the business and where Dermtek Pharma is headed over the next 40 years.

Serum anti-gravity
(Night serum
category 70 $-100 $)

10% niacinamide
(Day serum less
than 70 $)

How special was turning 40 for the family business.

It was a special moment not only for our 40th but also for some recognition we received this year. It was something we weren't expecting, but it just validates what we do. So, this year we received the West Island Chamber of Commerce of Montreal Accolade Distribution Award. This award celebrates local business excellence. Of course, we had our big 40th anniversary party, which was a big milestone for us coming from our humble beginnings in the basement of the family home to 40 years later on the infamous pharmaceutical highway.

The dream started in 85 when my father, Robert Lavoie and mother Nicole Clavet, had this vision for starting the first Canadian dermatological pharmaceutical company that formulates its own products. At the time, all the companies were either American or European so for the last 40 years we've been formulating in house our own formulations and as you know winning awards and getting a lot of great recognition. It's been an amazing ride, people know the Reversa brand of course because of our distribution and a lot of patients across Canada know Ombrelle sunscreens, which was one of our big successes. The first UVA protection in the industry at a time where only products protected UVB rays, so it was a big deal. We had launched Ombrelle in 1990 and were supported by Canadian Dermatologists. We had plans to take the brand to the US market, so we approached L'Oreal for distribution and they in turn were more interested in

acquiring the brand. So that's how that the sale came about. And after all the years of having protected the skin from the harmful rays of the sun, the next logical step was to correct the damage caused by the sun with Reversa. So, it's a full circle journey and Reversa is over 30 years old now and people know us as the glycolic acid reference in Canada. We did well to get the name out and you know, we've got faithful users that have been sending us letters over the years. I've been using Reversa for 20-30 years. My skin looks fantastic! The reality is that you don't have to spend $100 or $200 to see results. So that's really where we position ourselves. It's about delivering results at a fair price; that's really in today's market what everyone wants.

Reversa is a Canadian brand and manufacturing here locally too, right?

We are and support our Canadian heritage and so it's an exciting time for us. We've just recently expanded our warehousing capability here by 10,000 square feet. We have a total of 30,000 square feet now. And we are always focused on R and D with 2-3 products launching each year. And yes, we are 100% Canadian made, formulated, and manufactured in Canada. So, everything from A-Z, starting with product development to shelf.

So, when you think back to 40 years, you would have been a young boy right at the time that the company first started and your parents first started formulating in the basement, as you say. What was that experience like for you and your sister Marie-Claude?

It was an amazing experience for us. My father had previously worked 20 years in the industry, 10 years for Westwood and 10 years for Trans Canada.

And so with those 20 years of experience traveling the country and the relationships that he had built with dermatologists he decided to give up a great salary, remortgage the house, sell his little sports car and his boat. He basically sold everything, took a bank loan, put it all on the line and his accountant said, Bob, you're crazy, don't do this.

And he had to find a new accountant. He was really set on his dream. And so, with the help of my mother in the basement they started Dermtek Pharma. For my sister and I as young children, to witness the hustle, I have memories of hearing my mother on the typewriter until 3-4 in the morning, typing letters to the dermatologists and my father traveling the country in his turbo diesel Jetta. My father was building the business and creating and solidifying those relationships. I have such fond memories of packing samples in the garage with my sister, filling the trunk of mom's rabbit Volkswagen GTI and going to the post office, and so to see us today with 3 loading docks, you know, it's amazing. To see it from the very beginning it really gives you an overall sense of appreciation in terms of the hard work, the sleepless nights, many product innovations and the many kilometers driving around the country. Marie Claude and I were also involved at a young age as testers – yes, my father would often ask us which scent you like better. So, it was very validating, and we felt involved at a young age. Of course, the annual family trips to the CDA meeting were always memorable and we always looked forward to seeing our friends.

Did you know at a young age that you wanted to be part of the company, or did you have other career aspirations?

I always admired and looked up to my father. He was the coolest guy ever. So, I always wanted to be like him. At the beginning, I did do a lot of work in the basement at a young age. Eventually we moved to the Trans Canada Highway and I started doing little odd jobs in the warehouse and getting more involved until one day I was put on the road in event marketing and promotions in the Ombrelle days. At the age of 13, which was a great job for a young teenager. We got to travel the country in our promotional vehicle in a partnership with Land Rover Canada visiting outdoor events like skiing, rowing, sailing, golf handing out sunscreen and saving Canadians from sunburns. From there I moved on as a merchandiser, then retail sales and eventually medical sales following in my father's footsteps covering dermatologists from Victoria to Newfoundland for 12 years. It was a very humbling experience to continue what Dad started. Still to this day, I proudly attend every year the CDA meeting, the Canadian Dermatology Association, which just celebrated this year, it's 100th anniversary

The original dream team, Nicole Thibert, Nicole Blain, Nicole Clavet (co-founder) & Kathleen Morin

in Halifax, which was an amazing milestone. Dermtek is the longest supporting sponsor to this very important meeting. I got to see a lot of friends and doctors from across the country. I'm very present at those meetings and still love to do some great things my father started. For example, we're just getting ready to send out 800 Christmas cards again. They're all hand signed by us and that's something my father had started years back. And so, it's really keeping in those family values and continuing that legacy that is very important to us. We will continue innovating and researching excellence in our laboratories.

The Ombrelle brand was sold to L'Oreal, and I have to wonder whether they approached you or have other major corporations approached you to buy Reversa?

We have been approached over the years by some big corporations. You know, it's very flattering. It's very humbling as it just validates who and what we are and our success. But you know, we really do love our work and we're very committed. It's a very rewarding experience to be able to help patients across Canada, working alongside our passionate team which we refer to as our Dermtek Family

We wanted to extend helping patients across Canada even further. And as a reminder of the great things our father did for the dermatology community, we decided, Marie-Claude and I, with the help of our uncle Paul, to start the Bob Lavoie Research in Dermatology Award, which is available through the Montreal General Hospital. This is an annual award with a $10,000 bursary to a young researcher in dermatology, and so our father Bob is still giving back till this day.

Looking back at the past 40 years, what are you most proud of? And what do you wish had never happened?

Witnessing my father receive his award of honour from the CDA in Saskatoon in 2016 first comes to mind. You have to prove to the association that you have improved the quality of life of Canadian citizens to obtain so its very special. Of course, the celebration we had July 18th this year, which was a beautiful sunny day. We had the entire team together again which we flew in from all over the country in house. We invited many past employees to come celebrate with us and some drove quite a length to take part.

It was definitely a very proud moment to stop and celebrate our 40th anniversary with the whole team. To take a moment and raise a glass and show thanks and appreciation for all the hard work and the success, it is so important to take the time and seize that moment, as my dad always said "carpe diem". And so, for us it

was very important to seize that moment and to thank everyone in person. It turned out to be a lovely sunny day filled with laughter, smiles, hugs and tears. We immortalized it all in a group photo. Our children are in that photo and maybe one day they will be involved and maybe even a 4th generation, that is the dream.

Hard to wish something never happened as I believe everything happens for a reason. That said when we all lived Covid it was a scary time with lots of uncertainty. We learned to adapt together to our new reality with the help of zoom call and working remotely. Now that the pandemic is over, I still find it challenging to get some of the team back in office. We have grown and gotten quite comfortable over the years with working remotely and I feel the comradery and team spirit takes a hit when we are not all at home base. It's an endless debate but as an employer nothing beats in person meetings, lunchroom laugher and water cooler talk. We have gone sailing, line dancing and I'm known for hosting my summer BBQ's. Team building is so very important and that can't be done on a computer. Nothing will ever beat a face-to-face discussion. Interpretation and emotions don't often come through in emails like they do in real life. What can I say I just like seeing my team as often as possible.

What's the next innovation? What's going to make you viral on TikTok? Is that something that is important for you and the brand?

Coming from a guy who still doesn't have an Instagram, TikTok or Facebook, I think the only social platform I have is LinkedIn, I will leave that for the experts. We have a great team in house and a PR, social media company working with us on this. It's obvious that more than ever it is important to reach all age groups via these popular social media platforms. We will continue innovating and researching excellence in our laboratories. Nothing will ever beat the recommendation of our products by a dermatologist.

We really feel it is important to try the products. We're big into sampling and we always have been. Even since the Ombrelle days, we used to go through copious amounts of samples and basically save people from getting a sunburn and then they'd remember us. And so, it's the same thing with Reversa. You got to try it, get a feel for it and you'll see results and then you'll be hooked.

You have been involved with so many dermatologists across the country from when you were young. If I ran into some of them at a conference, what do you think they would say about you?

Well, hopefully all good things. LOL I'm confident that they would have great things to say about Dermtek, my father Bob, myself, the respect and reputation we have earned over the decades. The efficacy, availability and affordability of our products for the patient. Whether it's our continuous support of the CDA, CDF, Dermatology nurses or the many conferences we support and bursary's we give. That we are a dermatology family with strong ties that run from the west to the east coast.

The secret to our success was always in the quality of our visits rather than the quantity. So, you know, we weren't calling on doctors weekly or monthly, but the quality of the visits and knowing that my father or I was coming in from Montreal to Halifax, Newfoundland, Quebec City, Toronto, Calgary or to Winnipeg, Edmonton or Vancouver.

You know, those were precious moments; they were incredible and I appreciate all the time that the doctors have given me over the years. I am very grateful for that and will be sending a gift to them early next year to thank them for their continued support over the last 4 decades.

So, as we close out this interview, any last parting words?

Stay moisturized. The winter can be very tough on the skin, don't forget the body, neck and decollete areas. It is very important to use a sunscreen even during those winter months, keep in mind UV rays penetrate clouds and reflect off the snow. Reapplying of course every 2 to 3 hours.

And with those parting words, we want to offer advice on tips to keep your skin healthy looking during the tough winter months. According to the experts at Dermtek:

- Opt for a gentle and moisturizing cleanser
- Exfoliate gently and in moderation
- Apply nourishing and repairing serums to a clean face
- Intensely hydrate with rich and protective cream
- Never neglect the effects of the sun on the skin, even in winter; use a product with sunscreen in your beauty routine

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neck and décolleté
smoothing and firming cream
crème lissante et raffermissante
cou et décolleté

MARINE AND BOTANICAL EXTRACTS
EXTRAITS MARINS ET BOTANIQUES
+
HYALURONIC ACID*
ACIDE HYALURONIQUE*
+
VITAMIN(E) F

PARABEN-FREE/SANS PARABEN

WRINKLES, BROWN SPOTS,
CREPINESS, SAGGING SKIN
RIDES, TACHES BRUNES,
PEAU FROISSÉE,
RELÂCHEMENT CUTANÉ

80 mL

Neck and décolleté,
an area not to be
NECKglected!

98%
INGREDIENTS
of **NATURAL** origin

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andvegan

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Canadian

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paraben / oil

BOSS

BOSS RECOGNIZE BOSS

BOTTLED BEYOND

THE NEW GINGER-LEATHER FRAGRANCE

Advent Calendars

It's the first week of December and you know what that means – it's ADVENT Calendar season. Yes, even though we are a few days into the month, there is still time to open up the treasured boxes of an Advent Calendar this holiday season. We picked some of our FAVES for you in case you were still wondering what to get.

Rennaï

Limited Edition Advent Calendar, $450 ($2000+ value)

Rennaï, the incredible 36,000 ft2 beauty retailer in Montreal's Royalmount just celebrated their one year anniversary and are getting ready to celebrate the Holidays. Following the success of their first curated advent from 2024, Rennaï is back with an incredible advent calendar for the 2025 Holiday season. This year's calendar is filled with all new products and services including services from Dermalogica, Vivier, and Le1620, Rennaï's new medical aesthetics clinic. This is sure to be a Holiday favourite for those looking for beautiful products and the best in treatments and services.

Limited quantities available in store and online.

The Body Shop

Ultimate Beauty Advent Calendar, $229 ($314 value)

If you believe that bigger is always better, then the bountiful and abundant ULTIMATE Advent from The Body Shop might just be the seasonal sweetener you need to get you through the wilder winter months, and beyond. Bursting with body-loving goodness, every drawer is a moment wrapped in love, from shea shampoo to coconut cream, moringa, mango, masks, moisturizers, and much, much more. With 10 full size products and a beautifully curated assortment of the Body Shop's best items, this advent calendar is sure to please the lucky recipient.

Available in stores and online.

L'Occitane

Holiday Favourite Advent Calendar, $192 ($409 value)

Provence is not only a beautiful region in France but also the inspiration for the enchanting journey of the Light Catcher for L'Occitane's Holiday Advent calendar. This calendar is absolutely magical in its look and offerings. It features 3 Deluxe sized BEST SELLERS in all their glory.

- Immortelle Overnight Reser Oil in Serum
- Shea Butter Hand Cream
- Almond Supple Skin Oil

Available at L'Occitane stores and online

#QuoBeautyHoliday | @shoppersbeauty

QUO

SHOPPERS DRUG MART

Your Holiday Destination

Shoppers Drug Mart wants shoppers to capture the GLAM together this Holiday season with the best curated products for gift giving, self indulgence and accessorizing for winters.

Quo Beauty, which celebrated its 25th anniversary this year, is the exclusive house brand of Shoppers Drug Mart and offers an assortment of the best Holiday items. From bath and body, hair stylers, cosmetic cases, brush sets and winter accessories, Quo beauty offers everything you need for yourself and your gifting this season.

Shoppers Drug Mart has everything you need for yourself, your friends, your family, your coworkers and even your postal carrier. Yes, from beauty products to hair accessories to hats, gloves and more for winter, Shoppers Drug Mart is the destination for everything Holiday this year. All products are part of the QuoBeauty brand, celebrating 25 years and exclusive to Shoppers Drug Mart stores and online.

Brush Sets & Accessories

Cosmetics & Stocking Stuffers

Hair Styling & Accessories

Bath & Body

Cosmetic Organizers

Men's Sets

Winter Accessories

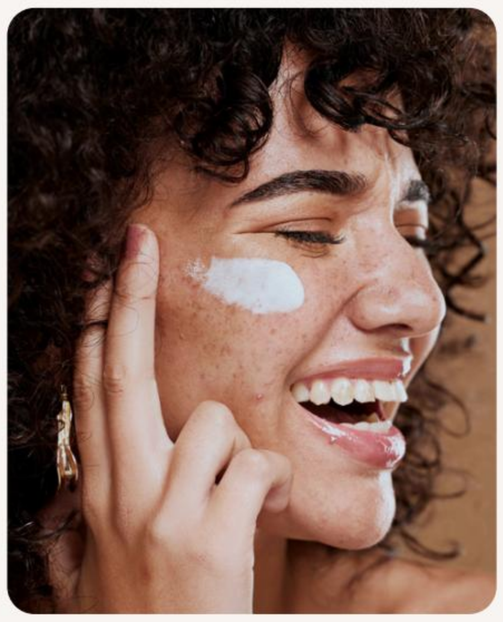
QUO

All products are available at Shoppers Drug Mart and shoppersdrugmart.ca.

#QuoBeautyHoliday @shoppersbeauty

Quadra

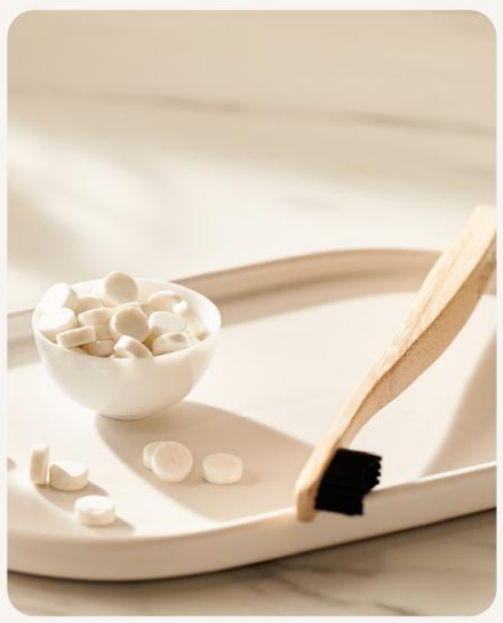
Let’s Take Your Formulation Further



Skin Care

Colour Cosmetics

Discover our broad range of personal care ingredients, backed by technical know-how & innovation inspiration.

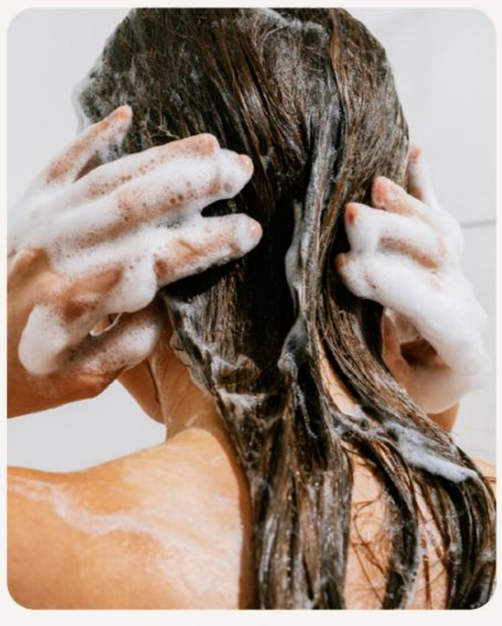


Personal Hygiene

Sun Care

The products you need are just a click away.

quadragroup.com



Hair Care

And More

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Quadra Group | Personal Care

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With the Holidays around the corner, we asked our Beauty Advisors what they like the most about the FESTIVE season. Over 60% of those surveyed say the LOVE THE ENERGY in the store that the holiday season brings. 70% of them say that GIFT SETS are the perfect solution and make holiday shopping easier for customers. Advent calendars are definitely on people's lists, but 40% of those surveyed say their customers don't always like the price point of them. And make up and fragrances are the top category picks for this upcoming season.

Advent calendars are so popular for the Holidays. Do your customers come looking for them?

My customers love them and seek them	**40.38%**
My customers ask about them but don't always want to pay the price for one	**40.38%**
My customers are neutral about them	**19.23%**

What do you most like about the holiday season in your store?

The customers are in good spirits while shopping for gifts	**7.69%**
The product assortment, sets and advent calendars are my favourite	**28.85%**
The energy that the Holidays brings to the store and customers	**63.46%**

What product category excites you the most for the Holiday season?

Skincare	**17.31%**
Makeup	**44.23%**
Fragrances	**38.46%**

Do holiday gift sets make it easier for you to sell to your customers?

Yes, it is the perfect solution	**71.15%**
No, they often choose single products over sets	**3.85%**
They can be motivated by me to purchase	**25%**

By the Numbers

Sales Continue to Grow as we Get Ready for the Holidays

In Canada, total prestige beauty industry dollar sales grew +4% from January through September 2025, compared to the same period last year, and units increased by +3%, with growth across all categories. Growth was driven by a combination of demand and rising prices across every category with the exception of skincare, where average selling price declined by -1% vs. the same period last year.

Although the growth rate has softened after very strong years, certain categories such as fragrance and hair continue to grow and gain importance in Canada, outperforming the total prestige beauty market.

Average pricing rose by +1%, year over year – but pricing trends varied by category. Fragrance and hair continued to experience the highest pricing increases as Canadian consumers premiumize their spending in these categories.

Category	Dollars % Change (Jan'25 – Sep'25)	Units % Change (Jan'25 – Sep'25)	Average Selling Price % Change (Jan'25 – Sep'25)
Total Beauty	4%	3%	1%
Skincare	1%	3%	-1%
Makeup	3%	2%	1%
Fragrance	7%	2%	5%
Hair	12%	5%	7%

Fastest growing segments in Skincare based on incremental gains

Hand Soap +410%
Body Cleanser +18%
Face in Sun +4%

Fastest growing segments in Makeup based on incremental gains

Hybrid Lip +135%
Setting Sprays & Powders +13%
Lip Liner +28%

Fastest growing segments in Fragrance based on incremental gains

Fragrance EDP +12%
Fragrance Perfume +32%
Sets with Juices Only +26%

Fastest growing segments in Hair based on incremental gains

Daily Rinse Shampoo +13%
Hair Serum +31%
Hair Oil +17%

(Source: Circana)

clé de peau
BEAUTÉ

EMBARK ON AN ADVENTURE WITHIN

DREAMS EXPRESS COLLECTION

PRESTIGE

COSMĒTIQUES

From the retail floor to Owning her own distribution Business.

By Frank Turco

I had the pleasure of meeting Patricia Abergel last year and after that meeting, I knew I needed to share her story. From her very young start in the beauty industry to her journey opening her own distribution network, Patricia has had some great experiences and life lessons along the way. She is an inspiration as someone who got their start on the retail selling floor and made her way to business ownership. It took time, effort, patience, the right relationships and years of experience to do it, but she made it. And just this year, she launched her own distribution network already selling new brands into national retailers. And she is just getting started.

How long ago did you get your start in the industry and how did that come about.

It was in 1980, and I was just 17 years old. I was quite young when I started as a demonstrator in the beauty department in Simpsons, downtown Montreal. That was my first introduction to beauty and fragrances specifically. I was studying tourism back then because I really wanted to travel and explore the world. Who knew that eventually I would get my wish to not only travel but to learn and enjoy the world of beauty.

At 17 years of age, you figured out that you found your passion in beauty and in the beauty industry. That was so young, and you were just getting started.

That is right but I wanted to finish school and work in the tourism industry which is what my diploma was in. And when I finished school, I tried tourism where I worked for a tourism company that was a wholesaler for that industry. And while doing

Was it the Miami office and the set up that got you thinking about your own business?

I knew how to manage a whole-sale business as I had been doing it for some time - 13 years to be exact. But I wanted something more and something different. And before I knew it, my Brazilian friend called me to say let's open up a distribution in Canada together – she had the financial background and I knew the business and market. I said no initially but afterwards I agreed.

that, I never left the part time fragrance job. So, I managed the two jobs. But it wasn't long before the company moved to Toronto during the whole referendum movement and many companies were leaving Quebec. I wasn't moving to Toronto, so I left the job. From then I started working for a distributor whose main line was Nina Ricci – Schwarzkopf was the company. I became a full-time demonstrator for them and after a while, I became a sales representative. I was just turning 21 years of age, and I can remember my first sales meeting in Toronto, with all these people around me – it was frightening but thrilling at the same time. I was definitely the baby in the room. It was an amazing period of my life and I quickly became a sales representative. Shortly after, I left and found a role in Toronto. But that didn't do it for me, so I returned to Montreal and went to work for L'Oreal, where I took care of the fragrance division as a sales representative. A few years into this role, Clarins called. I knew that Clarins wanted to open an office in Miami which is where I wanted to be – back in the sun, and within a short time, I found myself moving to Miami.

So last year in October, we started really looking into it. I went to Cannes and started meeting with brands that were not yet in the Canadian market. Fast forward to today, we have 4 brands in our distribution. We have Tous which is our fragrance brand, Scalpers is our skincare line; KOOL Beauty which is a skincare line that we launched at Brunet and we're also launching at London Drugs and then the line EIGHT and Bob, which is a niche fragrance that I just launched at Etiket in Toronto and Montreal this past month.

That's an incredible start in my view. As these brands were not well known or familiar to the retailers, how did you get shelf space?

You are right – they were not known here at all. So, it really was my relationships with retailers like Jean Coutu and Familiprix that made it possible. The brand names alone were not the ones that helped opened the door. Trust me. But now that we are in, the team is working very hard to visit all those 400 doors. I'm extremely happy because everybody's motivated to do well.

So, it looks like you have fragrances, skincare and makeup covered off – so what's next?

The plan was to set up the distribution of the brands first with three initial areas of focus. The first is fragrances. And within the fragrances, we will have prestige fragrance, which will be large distribution followed by niche fragrances, which will be very limited in terms of the distribution.

Secondly, we have a skincare and makeup focus. We are starting with full beauty and then I am working on a niche makeup brand that I am hoping to bring in.

Lastly, our third focus area will be e-commerce and retail. So next year I will look into launching an ecommerce platform, which could be simply Amazon.ca. And after that, we'll look at the possibility of opening a niche boutique.
My partner in Brazil has her own boutique and that was the way she introduced the niche concept into Brazil. She has the experience now in Brazil on how

to manage boutiques, so it would be easier to make the transition in Canada. But first things first, I'm going to establish the distribution with the retailers and when I feel this is running well, then we will explore the boutique. So next year we will offer more brands across the categories and then hopefully by the end of 2026, I hope our ecommerce platform will be ready and then open boutiques in 2027.

It sounds like you're absolutely set up, you're ready, you have started your distribution, and you have some great partnerships. So, if you had a magic wand and you could have one wish, what would you wish for?

My wish would be something I always say to the team, I don't want to be the biggest, I just want to be the best. That would be my biggest wish is that we become the best at everything we do.

Next July 2026 you will be celebrating your first-year anniversary and what do you want to be most known for at that point.

What do you hope people will say about Prestige Cosmetiques?

When I get there and look back, I'd proudly say that I did it – I made it. I'm already very proud because of where we are at this point. We are shipping products, we are invoicing, we have a great team in place. So, I really do think next year will be a big success for us. I was quite lucky in that I already had key relationships with buyers and the retailers, so it helped me get my foot in the door. I also had a lot of support from mentors like Michael McLaughlin who I worked for who taught me a lot about the business and running a business.

Patricia, you are a great example of someone who fell into the industry, kind of by accident, and fell in love with it and you stayed with it, took on new roles and chances and are now running your own business.

I like to say that I started literally at the bottom without knowing much about the industry, and I progressed step by step to the top and I reached the top. And this is my next adventure – to own and run this business.

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2025 Symposium

By Frank Turco

Future Ready: The Energy, Education, and Evolution of the 2025 Chatters Symposium

I had the pleasure of being invited to and attending the Chatters Hair Salon Symposium, and not knowing what to expect, I was blown—no hair pun intended—away. It was filled with incredible speakers, live hairstyling presentations, informative workshops, and a gala like no other. Over 600 stylists, managers, and franchise owners from across the country met in Calgary to celebrate, educate, and inspire one another—and they definitely inspired me.

I had the opportunity to connect with several key people in the organization during my time at the symposium to learn more about the business, the stylists, the franchise owners, and what makes Chatters the number-one hair salon in the industry.

Kelly West is Chatters' CEO, and I learned that she is also the first female CEO in the company's history. This genuinely surprised me. This symposium was also Kelly's first since joining Chatters earlier this year, so she was experiencing it for the first time just as I was. We had plenty to talk about when we sat down.

I learned that you are Chatter's first female CEO which I was surprised by. What was your reaction when you first learned that?

I was genuinely surprised, and deeply honoured, when I learned I was the first female CEO in Chatters' history. In fact, I didn't even know until after I joined. It was our Board Chair who called to congratulate me and said, "You're also the first woman to lead the company." My first reaction was, really? It felt both humbling and significant.

Given that we operate in the beauty space, it feels fitting and important to have female leadership at the helm. I find it easy to connect with our stylists and franchise owners because I understand the creativity, care, and resilience that drive this industry. To be the first woman in this role is not only exciting but also something I take immense pride in—paving the way for others who aspire to lead in this dynamic business.

You are about to celebrate your first-year anniversary in the role. What did you stop, start or change in your first year as CEO?

One of my early priorities was to shift the organization's focus from ideation to execution. There were so many great ideas, initiatives that had strong potential, but they needed structure, ownership, and clear timelines. The loyalty program is a great example. Everyone knew it was strategically important, but the challenge was how and when to bring it to life. So, we built the roadmap, dedicated the right resources, and made it happen.

The result has been extraordinary—within the first ten days of launch, we welcomed over 35,000 members. That immediate response reaffirmed the power of rewarding and connecting with our customers in meaningful ways.

Equally important was knowing what to stop. We took a hard look at initiatives that were consuming time and resources without delivering measurable ROI or strategic impact. Narrowing our focus has allowed us to move faster and smarter.

The quantity of awards being handed out last night and the unique categories of some of them was quite impressive. As this is your first symposium, what are your overall thoughts and impressions of the awards?

I was truly in awe. The symposium exceeded every expectation I had—it was energizing, inspiring, and a powerful celebration of our people.

What stood out most to me was the depth of talent across our network. We presented about 20 major awards, including Franchisee and Store of the Year, and recognized 83 incredible stylists who achieved $100,000 or more in annual service revenue. We call that the "K Club," and it represents over $10.5 million in service revenue collectively. It's a testament to the artistry and business acumen of our stylists—and the pride they take in their craft.

Recognition is so important in our culture. These awards reflect not just individual excellence, but also the collaborative spirit that defines Chatters. What can you share about the names of some of the awards as I noticed some special category headings?

Many of our award names are inspired by our core values—words like agility and tenacity—which have been part of Chatters' DNA since its early days as a family-run business. One of my personal favourites is The Heart of Chatters award. It celebrates some-

one who truly embodies our culture, purpose, and values every single day.

This year's recipient, Angie Hunt from Winnipeg, is a shining example. She gives back selflessly to her community—offering free haircuts for the homeless and consistently finding ways to uplift others. She reflects everything we stand for as a brand and as a family.

We are nearing the halfway mark of this wonderful symposium. What are your thoughts on your first one?

I had heard so much about the symposium from my very first week at Chatters, but it wasn't until I experienced it that I truly understood its impact. This is not just a conference—it's an immersive celebration of talent, teamwork, and passion.

What I have loved most is the sense of community. Seeing our franchise partners, stylists, and managers together—sharing ideas, laughing, learning—it reinforces how human connection fuels great culture. It's been energizing and inspiring, and I am already looking forward to the next one.

What do you want the stylists, managers, franchise owners to leave this symposium with?

For me, the symposium is about two things: education and connection. First, education - our stylists, beauty managers, and franchise owners all come to learn, grow, and elevate their craft. For our managers in particular, understanding what's new in education, technique, and product innovation helps them better support their teams and clients.

Second, connection - it's about bringing our entire network together to celebrate, share ideas, and feel part of something bigger. This symposium reinforces that sense of unity and pride that defines who we are.

If we were to look inside your bathroom vanity today, would we see different products today than you were using over a year ago?

Absolutely - my bathroom vanity looks very different today! Since joining Chatters, I've learned so much from our stylists. I often asked, "Given my hair type, what would you recommend?" And they always had thoughtful advice. Over time, I have tried a wide range of products, some of which have become my go-tos. It's been a fun and personal journey of discovery—one that's deepened my appreciation for the incredible brands we carry.

Since your start in January, what are you most proud of in your first 10 months?

Without question, I am most proud of our people and the culture we are building. There is a renewed sense of momentum and belief in Chatters' future.
We have launched some truly transformative initiatives this year—our new loyalty program, The Beauty Chair services, and we're just weeks away from unveiling our customer app, which will add a whole new level of convenience. We're also developing new brands, including our own private label line, Hair and Soul, featuring styling tools now and a full line of liquids launching next year.

It’s been an exciting first year, and what inspires me most is the dedication and creativity of the Chatters team. Together, we’re shaping the next chapter of this incredible brand, and the future is bright!

Angie Hunt is a stylist but this week, she became so much more. Angie was awarded the esteemed honour of the Heart of Chatters award which is a big deal in the organization. Angie comes from Winnipeg at a store that is challenged by homelessness and crime in the neighbourhood, but she has been there 18 years and absolutely loves it and wouldn’t change it for the world.

Congratulations on your incredible win last night. I have to ask, how have you managed to stay in the store and location for 18 years?

I just love what I do, and they continually challenge me and allow me to grow. The fact that I can even be here—like, I never take this for granted. And I love that we can get together this week and celebrate all of us. I get so energized by getting to do this every year. I also have friends from across Canada that I get to see here. I work for Redken as well as an educator, and I’m also in film, so I’m constantly trying to grow—but Chatters has grown me so much. Even yesterday, I was a judge for the main stage competition. I feel blessed and grateful to be chosen for these things.

Have you ever dreamed of owning your own salon one day?

I’m grateful, because I’ve never wanted to own a salon. I can manage one and be a creative stylist, and both make me happy. I just want to build other people up, and I feel Chatters continually allows me to do that. I have different things going on all the time—I call it my Chatter seasons. This is a crazy, fun season because of the Contessa Awards and our symposium. I have all these different things to look forward to. I’m never bored.

Our location in Winnipeg is special. Every day I can come in with a new dream, and we do our best to achieve it. No one ever says no.

Where do you find your stylists? Are you recruiting from schools?

Well, there are really two parts to every store. We have our retail selling floor at the front, and if someone is in school or just finishing, my approach is to hire them there first. It helps them build confidence and get a feel for how we operate. It isn’t always easy to find great people - and keep them - but this gives us a strong place to start.

Your haircut and colours are fantastic and quite unique.

I’ve had this haircut for about three or four years now. I do switch it up and play with different colours. I took a hot shower this morning—unfortunately—so it’s not as vibrant and orange as it normally is. I usually keep three layers, but I got some braided extensions in Jamaica and they broke a lot of my hair, so I had to go down to two. I’m finally getting back to my three layers again.

The cut actually came from a client who had been in Japan and learned it there. She showed me, and it’s called the Princess Cut. I did it on her and thought,

Ooh, this is so edgy—I want one too. That's the story behind my haircut and colour.

So do you ever get nervous when you're doing someone's hair for the first time?

I've been doing this for a long time, but I still get nerves. I've had people tell me they didn't love a cut—and then they still come back to my chair. Thankfully, they trust me, and that means everything.

What do you think makes Chatters different, special or unique versus other salons?

I just feel powerful here. We're given so many opportunities for education—constant education—and that makes such a difference. We have great products that I love to use and sell, and my clients love them too. I also feel that Chatters creates a real sense of community, and that I genuinely belong in it.

Our team in Winnipeg is strong, and I feel that even more when we come to events like this and connect with stylists from across the country. I love our new rewards program - it's going to make such a difference to our guests, and I really admire our leadership team. It's a great company all around.

Bryan Bisignano, a seasoned hair stylist, had a dream of owning a Chatters store someday.

That dream came true with not just one location, but two in the Greater Toronto Area. Bryan and I sat down to talk about his journey into ownership and what drove him to two locations.

How did you get your start with Chatters and come to own two locations?

Financial qualifications are a must in any business ownership, and it's the same with owning a Chatters salon. But once you get past that, the process was relatively easy for me. I started my time in salons back in Thunder Bay, working for a gentleman named Rocco, who's my mentor. I started in his salon when I was 19 and worked there until I was almost 40. When my wife's mom became ill, we were travelling to Barrie often to visit her and my sister-in-law. We became familiar with the area, and it had always been our vision to eventually own our own salon.

At 35, I was busy behind the chair and began to think, What's next for me? So I started researching

different options. Rocco—who I mentioned was my mentor—also owned a Chatters location, so he became my connection to the brand. We connected with the CEO at the time and started the process. My wife, who was a school teacher, quit her job to do this with me. We sold everything to make ends meet. It was tough, but we made it work.

When I came in, I was like a deer in headlights because I had done hair for 20 years—that's what I knew, and I did it well. My chair was always busy with Rocco. Building a chair was something I understood. Eventually, I had the busiest chair in the salon, but that became daunting because I was trying to run a business and grow a business, all while being out of my comfort zone behind the chair.

Over time, I hired people to support those functions so I could focus on running the business. We did well, and by 2018, we had grown to 2.5 times the volume we had when we took over. We became a very productive store—probably one of the top 10 to 15 in the chain at that point.

How much if any flexibility do you have with your stores, outside of corporate policies and guidelines?

We absolutely follow all corporate guidelines. That said, there is a bit of flexibility—especially on the retail side. For example, we had four-packs of hair clips priced at $20 that just weren't selling. Clients wouldn't commit to the four-pack, so we unbundled them and put them in the grab-and-go section for $5 each. Suddenly, they were gone.
Ultimately, I'm responsible for my business, so I need to be mindful—but I do always aim to stick to and respect corporate guidelines.

What are your thoughts on the new rewards program launch?

I really like it and believe the new rewards program is going to be great for us. It gives people another reason to come back. We've seen a shift after COVID to 60% service and 40% retail—the reverse of what it used to be—so I'm very happy with this direction.
I'm excited because shoppers love value. But the bigger advantage is the client data we now get. We can customize information and promotions for specific clients, for example, messaging about a product line that's on sale. That's a huge benefit.

How are you managing turnover? Because obviously, in any salon, retail environment, the turnover rates are typically high.

It's definitely a challenge and something I think about all the time. But I think when you already have a strong core group, new people feel that energy right away. Maybe I'm lucky, but I have people who have been with me for over 15 years. And honestly, because I'm a hairdresser first, my service staff knows and feels that I'm their biggest fan.

Did any of your staff make it to the K club?

Yes - three did between my two locations. Two from one store and one from the other. And considering one of our stores is only in its sixth year, I think that's a great accomplishment.

Who do you have to be on the watch for from a competitive standpoint?

There are definitely the mom-and-pop salons, but the biggest competitor is ecommerce. For products, Amazon is the main one - nothing is easier than clicking at home and having something show up the next day. Our advantage now is that Amazon

doesn't have a loyalty program outside of Prime. Our bigger competitive advantage is services, which in theory is the easiest area for us to grow. It feels like one out of ten people is looking for a new haircut or stylist at any given time. I especially love the families who come in with their kids. We can start them young and keep them in the chair as they grow.

How many symposiums have you attended and what do you like most about them?

I've been to more than ten. I love being able to mingle with the head office staff I talk to regularly but don't always know by face—it's great to finally connect in person. I also really enjoy meeting up with other franchise partners to share ideas, strategies, and what's working for them.

There are about 30 of us in the network, and it's great to connect. I also think Symposium is about bringing the teams back together to reconnect and evolve.

I'm a huge fan of Kelly. I really believe she's in it to win it and has already proven what a great leader she is. I have a seat (one of four) on the franchise committee, and we're making great progress as a group with Kelly and the leadership team.

Trend No. 1

Satin Skin Glam

The new fledgling trend of natural radiance and a softer aesthetic can be achieved by layering on moisturiser before your complexion products, this trick will not only help your skin stay hydrated from the cold but also achieve a fresh and smooth finish. Create a beautifully natural glam look, combining a lightly sun-kissed complexion with radiant skin. We're also seeing iridescence used strategically, like a whisper of glimmer on the inner corner or a glossy sheen over a monochrome eye, the skin sits between matte and dewy, achieving a satin-like finish that suggests flawless hydration. It's polished without appearing plastic, letting natural skin texture peek through.

BEST FOR: Made Up To Impress!

Tool Kit:

NARS
Ethereal Aura Blush Palette,
$75 at Sephora

CLARINS
Ombre Skin Eyeshadow,
$30 at Clarins Counters

CLÉ DE PEAU
Luminizing Face Enhancer,
125 $ at Shoppers Drug Mart

Trend No. 2

Retro Chic

The blowout is back, and it's bigger, bouncier and shinier than ever. Think high volume, soft curls and a glossy finish that exudes Old Hollywood glamour with a contemporary twist. It's the perfect hairstyle for making a grand entrance, instantly elevating any outfit. It's a timeless statement of luxury.

BEST FOR:

Turning Santa's Head!

Tool Kit:

JVN
Perfèct Stylefix Stick,
$24 at Sephora

OLAPLEX
No.7 Bonding Oil ,
$44 at ca.olaplex.com

BABYLISS PRO
The Style Swictch Ionic Multi-Styler,
$329,99 at babylisspro.ca

New In Stores

MAKEUP | SKINCARE | HAIRCARE | SETS

Beauty, Trends and Features Editor Vânia Aguiar shares the hottest picks for

Winter

Makeup Must-Haves

From shimmering eyeshadow to glimmering glosses, the lights on the tree aren't the only thing set to sparkle this year thanks to our showstopping holiday makeup shopping guide.

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1. Dazzling Pink

The iconic Dior blush offers long-wearing, buildable, custom color thanks to a formula featuring a technology that reacts to the skin's PH to create a personalized color. Rosy Glow gives skin an instant health glow and is now even more buildable thanks to a formula concentrated in pigments. Seven shades are available.

DIOR Backstage Rosy Glow Blush, $55 at Dior counters accross the country

2. Comfort In

Formulated with 93 percent natural-origin ingredients, including responsibly harvested plant oils, Lip Comfort Oil's texture is rich and lightweight, never sticky. It forms a thin, protective veil that feels nearly invisible and looks truly beautiful on the lips.

CLARINS Lip Comfort Oil, $42 at Clarins's counters accross the country

3. Voluminous Look

The gel that takes your brow game to the next level! This thick brow mascara tints, tames and thickens all brow types for a flawless, natural finish. With easy application, it delivers smudge-proof, voluminous brows that stay in place for up to 12 hours. Enriched with niacinamide, provitamin B5 and glycerin, it not only enhances your brows, but also strengthens and revitalizes them for healthier, fuller-looking brows.

ANNABELLE Brow Fixing Gel, $11,95 at amazon.ca

4. Glowing Beauty

Whether you're channeling a soft, shimmering glow or a healthy, sun-kissed bronze, this limited-edition palette gives you everything you need to create a full look in minutes. Housed in a super-giftable compact with a large mirror for touch-ups anywhere, it's your secret to an effortless, glowing Hollywood face in 5 minutes!

CHARLOTTE TILBURY Hollywood Instant Look in a Palette, $88 at charlottetilbury.com

5. Radiant Coverage

Plump your lips without injections with IDC Dermo's anti-aging expertise. Rich in high-performance dermo-cosmetic ingredients, GLŌWFIX Plump helps improve the appearance of lips, making them look smoother, hydrated, and visibly fuller. Rich in hyaluronic acid, peptides, phyto-retinol and volumizing natural extracts, its unique, innovative formula is inspired by lip injections.

IDC DERMO GlōwFix Plump Lip Maximizer, $29,99 at Shoppers Drug Mart

6. Star Gaze

A nod to the enigmatic hues that colour the night, the iconic Les 4 Ombres palette has been reimagined as an exclusive creation, Les 4 Ombres Nuit Astrale, which reveals a harmony of cosmic and celestial shades embellished with Chanel's five astral symbols. A mat medium blueish grey, a deep shimmery purple silver, and a satiny lavander are elevated by the radiance of a shimmery aqua blue highlighter. The eyes are illuminated or intensified with captivating shades to mix and layered as desired.

CHANEL Les 4 Ombres Nuit Astrale, $54 at Chanel counters across the country

7. The Highlighter

Gucci's first powder-gel highlighter delivers a second-skin finish and an all-day glow. Infused with Gucci Glow Technology, it blends gel and powder textures for a smooth, light-reflecting effect that won't settle into fine lines. It comes in a gold compact with mirror for easy touch-ups. A multi-use powder-gel highlighter with an airy, ultra-thin texture that delivers a radiant, translucent glow while smoothing the complexion.

GUCCI Glow Multi-Use Gel-Power Highlighter, $80 at Sephora

Winter Skin Savers

To protect your skin from the rigours of winter, you need to review your beauty routine by choosing suitable treatments: gentle soaps, moisturizing creams and balms, masks and serums are then our best allies. Icy winds outside and excessive heating inside cause harm to the epidermis. This leads to dehydration, discomfort, redness, couperose and chapping. Here you can find the essential repair treatments that will save your skin this winter.

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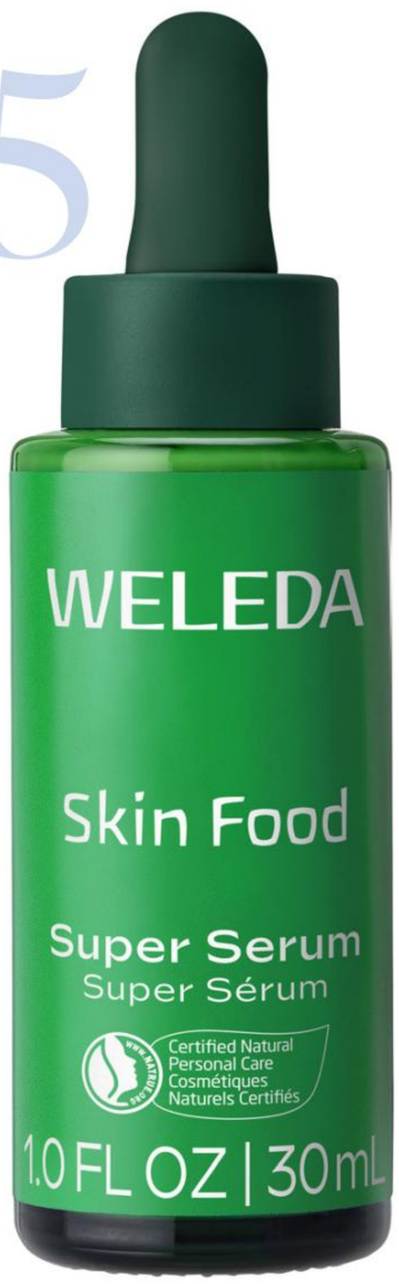

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1. A Wave Of Oxygenation

This Refreshing Cleansing Gel gently removes impurities from the face without drying the skin. Skin is clean, comfortable. It looks more radiant. This product is formulated with Micro-Algae Tetraselmis with oxygenating properties, cultivated in a responsible and sustainable manner off the coast of Brittany.

YVES ROCHER Refreshing Cleansing Gel Pure Algue, $14,95 at Shoppers Drug Mart

2. Dynamic Skin Renewal

This deeply-hydrating, refillable day cream that helps protect against dryness while strengthening your skin barrier. Its rich, silky texture envelopes the skin comfortably while visibly improving firmness and smoothness for a youthful-looking complexion. Harnessing the revolutionary Day Rhythm Fine-Tune Technology, this nourishing formula works with skin's 24-hour circadian rhythm and supports skin's firmness and elasticity. Infused with Radiant Lily Extract and Hydrangea Serrata Leaf Extract, with continued use, skin barrier is strengthened, firmness is improved by 40 percent.

CLÉ DE PEAU Advanced Protective Day Cream, $240 at Clé de Peau counters across country

3. Juicy Lips

Plump up the volume with this lip plumping serum in a glossy sparkling pink shade that delivers an instant volumizing effect for lips that look smoother, hydrated and fully plumped. This lip serum smooths, firms and shapes lip contours leaving lips youthfully sculpted and voluminously replenished. It's your ally of the festive season for full, juicy lips!

JOUVIANCE Restructiv Plump FX Lip Serum limited edition, $24,75 at Shoppers Drug Mart

4. Orange Crush

Collagen Skin Revive has a unique combination of specialized peptides to stimulate your body's own collagen production, at the cellular level. Refreshing, delicious and scientifically proven to give you smoother and firmer skin in just 28 days. You read that right! This specialized combination of peptides has the support of three published research trials to support reduced cellulite, improved nail growth and cracked/chipped nails, all while increasing the smoothness and firmness of your skin. Skin revival at its finest.

ORANGE NATURALS Collagen Skin revive, $29,99 at Shoppers Drug Mart

5. Skin Food Power

Powered by hyaluronic acid and ceramides this serum enhances skin's natural defenses and maintain shin health. The base ingredients of iconic Skin Food botanical bled of chamomile, calendula, rosemary and pansy, nourishes and moisturize leaving the skin radiant.

WELEDA Skin Food Super Serum, $35,99 available in January at well.ca

6. Dynamic Skin Renewal

The Serum is an essential first step, this youth generating treatment is formulated to hydrate and visibly increase radiance, smoothness and plumpness for renewed, youthful-looking skin. Infused with Radiant Lily Concentrate, this formula supports Skin Intelligence for stronger defensive and reparative ability against external and internal aggressors. This limited-edition design is beautifully adorned with dreamy, whimsical illustrations to celebrate the holiday exclusive Dreams Express Collection. Love it !

CLÉ DE PEAU The Serum, $410 at Clé de Peau counters accross the country

7. The Redensifyer

This skincare product reduces the negative effects of gravity by redensifying and restructuring the skin, reducing signs of sagging skin and providing firmness in just a few uses. It is particularly effective in reducing the appearance of wrinkles, brown spots and crepey skin texture. It contains a complex of marine and botanical extracts with restructuring, firming and anti-dark spots properties. It is enriched with moisturizing fragmented hyaluronic acid and revitalizing essential minerals. It nourishes and helps regenerate the skin barrier.

REVERSA Neck and Décolleté smoothing and firming cream, $80 at drugstores across the country

Must-Have Haircare

Avant-garde styling tools, moisturizing hair care, texturizing gels, fixatives... we take inspiration from trends and create a mane that would turn Santa's head.

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1. The Head Turning Power

The Mista drips you in the head-turning opulence of Fenty Hair's signature scent, Amber Bouquet. Use it as the luxurious finishing touch to your routine and take the fragrance vibe wherever you go.

FENTY Hair The Mista Hair + Body Fragrance Mist, $39 at sephora.com

2. Vitality Essence

Want a solution for a dry, itchy, and tight scalp? Joico Scalp Vitality Replenishing Essence formulated with pre-and postbiotic ingredients delivers that "ahh" cooling sensation, leaving your scalp feeling calm, hydrated & refreshed. The microbiome-friendly formula goes right to the roots to hydrate and nourish the scalp and reduces itchiness to rebalance dry scalp.

JOICO Scalp Vitality Replenishing Essence, $35 at amazon.ca

3. The Anti-breakage

Applied from scalp to tips, the creamy formula, which contains soothing, repairing panthenol, is designed for dual use. On the roots, it activates keratin production. On the hair lengths, it fills in gaps. From the first use, breakage is reduced by half, hair is transformed, dry, brittle hair becomes soft and shiny. In the long term, hair is protected and grows longer and stronger.

RENÉ FURTERER Anti-breakage Strengthening Mask Triphasic Active Length, $64/200ml at renefurterer.com

4. Moisture Booster

This product replenishes moisture and reduces frizz. Ideal for dry or damaged hair, it helps strengthen hair to reduce breakage by up to 58 percent and the lightweight formula is safe for daily or weekly use and safe for all skin types, including sensitive and acne-prone skin.

SEEN Deeper Conditioner, $39 at amazon.ca

5. The Hair Tool

A true game-changer in hair styling, this revolutionary tool redefined convenience and performance by combining drying and styling into a one-step hair styling tool that delivers salon quality blowouts in up to half the time. Tourmaline Ionic Technology and ceramic coating helps reduce damage caused by styling. Presented in a pink pearlescent finish with gold branding, this is an invitation to fans and the next generation to unbox their best hair yet.

REVLON The One-Step Volumizer special 10th Anniversary Edition at Shoppers, $64,99 at London Drugs

6. Smooth Operator

This hair serum offers a lightweight solution for a smooth, effortless look. Perfect for fine hair, it tames flyaways and controls static without weighing hair down. This spray formula, enriched with upcycled olive, nourishes and hydrates to restore softness and shine from within.

KMS All Smooth Weightless Anti-Frizz, $36 at amazon.ca

7. Blowout Perfection

This product is infused with Caffeine, Biotin, and Ginseng, ingredients that energize your strands the way your morning cup fuels your day. This sleek, frizz-fighting spray helps reduce breakage for stronger, longer, glossier hair, making it the ultimate coffee-inspired beauty must-have. The advanced heat-activated formula uses cross-linking technology to create a hydrophobic shield around each strand, locking in sleekness and repelling humidity for frizz-free hair.

MARC ANTHONY True Professional Grow Long Anti-Frizz Shield Ultimate Blowout, $13,99 at Shoppers Drug Mart

Holiday Desirables

You're just in need of a little inspiration? Whether you're making your list to Santa or shopping for someone special, nothing makes holiday gifting easier than a carefully curated gift set. From haircare kits and fragrance selections to sumptuous skincare and lavish lipsticks, these are the best beauty gifts sets that are sure to be a hit this season. Savvy shoppers know that the Christmas season is the time to stock up on fave skincare, makeup and tools, as all the top brands bundle their best sellers into pretty boxes, and the bargains are truly unmatched. To impress your loved ones by slipping desirable beauty products under the tree, follow the guide!

1

2

3

4

5

1. Curated Essentials

A curated skincare collection featuring our best-selling essentials in travel size: Great Skin Moisturizer and and Great Skin Serum, along with the latest addition to our Great Skin Franchise, Great Skin Double Cleanse. Your travel skincare routine, simplified.

MERIT BEAUTY Mini Great Skin Trio, $56 at sephora.com

2. So Divine

Reveal divine results for more youthful-looking skin. This four-step Immortelle Divine ritual targets visible signs of aging like firmness, wrinkles, and vibrancy by harnessing antioxidant-packed Immortelle essential oil. Foaming Cleansing Cream gently cleanse and removes impurities while enhancing radiance with a silky cream-to-foam texture. Activating Lotion is a gel-like lotion to prime and help skin look revitalized. Youth Oil is formulated to smooth, visibly firm, and even your complexion and the face moisturizer.

L'OCCITANE Immortelle Divine Collection Set, $205 at loccitane.com

3. Dazzling Dimension

Experience your most earth-shattering Orgasm with the first-ever Endless Orgasm Vault featuring the iconic peachy-pink shade in all its sensations. Each vault includes nine full-size eye, lip, and cheek products in Orgasm, plus an Orgasm pink cosmetic bag. The ultimate pleasure !

NARS Endless Orgasm Set, $268 at sephora.ca

4. Glow Up !

Up your holiday lip game with this limited-edition pairing of fam-fave Trace'd Out Lip Liner in Extra Thigh and gotta-have-it Gloss Bomb Six in Fenty Glow. This duo lusciously lines and shines for a tan lip look that knows how to glow.

FENTY BEAUTY Glow'n Xtra 2- piece Lip Set, $34 at fentybeauty.com

5. Glam Ritual

The Kerasilk Repair Holiday Kit includes a sham-poo and conditioner enriched with biomimetic silk and Hyaloveil, offering a gentle, vegan routine that cleanses, hydrates, and strengthens the hair while restoring the natural balance between strength and flexibility. It also features a multi-purpose styling spray, enriched with biomimetic silk and blue lotus extract, that completes the ritual by providing pro-tection against heat, humidity, and frizz for up to 72 hours.

KERASILK Reparing Trio Set, $79 at matandmax.com

6. Sweet Blossom

Where sweet meets soft in this cherry blossom gift set, featuring Fleurs de Cerisier Perfumed Shower Gel to cleanse with a luxurious lather while enveloping your skin in a delicately scented veil of fresh notes of cherry blossom, Fleurs de Cerisier Perfumed Body Lotion to moisturize skin and indulge in the joyful, floral fragrance and Fleurs de Cerisier Perfumed Hand Cream to soften hands and leave them delicately scented.

L'OCCITANE Fleur de Cerisier Ornament, $26 at loccitane.com

7. Radiance In The Box

This set of expert treatments is designed for those who want smoother, lifted and more youthful-looking skin. The iconic new-generation Double Serum, a comprehensive treatment that targets various signs of aging. A true youth-boosting ritual that gives you firmer, plumper and more radiant skin. Complete your lifting routine with the Extra-Firming Day and Night duo and its Collagen Technology to help improve skin firmness. The final touch for a flawless complexion, SOS Primer, an illuminating, radiance-boosting base that is the ideal prep for makeup. A pretty gift box holds these products, and you can give it a second life however you wish!

CLARINS Double Serum & Extra firming Set, $164 at Shoppers Drug Mart

8. Timeless and Bold

Discover the perfect holiday gift with Issey Miyake's exclusive set, designed in collaboration with Philippe Apeloig. Experience a scented ritual of refreshing citrus blending vibrant yuzu accord with aquatic notes, all grounded by spices and sandalwood. A timeless masculine fragrance with a bold trail.

ISSEY MIYAKE L'Eau d'Issey pour Homme Eau de Toilette Gift Set, $156 at Shoppers Drug Mart

9

9. Shine On

A trio of full-size bestselling vegan tinted lip balms infused with electrolytes for long-lasting hydration, juicy shine, and irresistible flavor.

MILK Makeup Balmade Variety Pack Hydrating Lip Balm, $47 at Sephora

10

10. The Blockbuster

Featuring ten products going from skincare to makeup, wrapped in a beautiful red bag this Holiday gift set has your beauty routine and face makeup covered.

ESTÉE LAUDER Holiday Blockbuster Set, $115 with any $150 Estée Lauder purchase at Lauder counters across the country

11

11. Uplifting Glow

Lift and hydrate with a powerhouse trio, including a rich, nourishing moisturizer, visibly firming treatment, and award-winning eye cream. Rich in skin-loving lipids, hyaluronic acid, and potent actives, this trio visibly smooths fine lines and sculpts—wrapping your winter routine in radiance.

BIOSSANCE Uplifting Glow Skincare Set, $88 at Sephora

12. Splish Splash

Because baby's delicate skin deserves the best care from its very first days, this exclusive set includes two flagship products: the Gentle Cleansing Gel with organic avocado, to gently cleanse the body and hair; the Hydra Bébé Body Lotion, to moisturize and protect baby's delicate skin; and two free bath octopuses to make bath time even more fun and enjoyable. This practical and comprehensive set is ideal as a baby Holiday gift.

MUSTELA My little Bath of Softness, $46 at Shoppers Drug Mart

13. Magic Boost

Give the gift of glowing skin and 24-hour hydration! Charlotte's magic skin routine provides triple protection for plumper, brighter-looking skin this holiday season. While Magic Serum's potent Vitamin C and Polyglutamic Acid are expertly blended to awaken skin for a magic boost, Magic Cream's matrix of supercharged skincare ingredients flood the complexion with moisture. The result is a glowing, dewy, plumper-looking canvas.

CHARLOTTE TILBURY Iconic Magic Skin Duo, $142 at charlottetilbury.com

14. Hydration Essentials

Three travel-size skincare essentials for deep, lasting hydration and moisture. B-Hydra delivers immediate and long-term hydration, improving the look of skin's texture and tone; ceramide-rich Lala Retro provides daily moisture maintenance at any age; Lippe Balm moisturizes and soothes while softening dry, rough lips.

DRUNK ELEPHANT Water On Canvas Set, $95 at Sephora

15

15. Dream Locks

Unwrap the magic of glossy, hydrated strands with this limited-edition holiday kit. Featuring the complete GLOSS.ME hydration and shine collection in mini sizes, this dreamy set is designed to moisturize, smooth frizz, boost shine, and make hair more manageable.

DESIGNME Dream Mane GlossMe Hydration Kit, $39 at designmehair.com

16

16. Floral Sophistication

Celebrate the season with Ferragamo's Fiamma set, a fragrance that embodies the perfect balance of strength and elegance. Inspired by the legacy of Fiamma Ferragamo, this woody floral scent pays homage to female empowerment and timeless sophistication. A tribute to bold, trailblazing women, Fiamma is the ideal holiday gift for those who embrace their power with grace and style.

FERRAGAMO FIAMMA Gift set, $100 at Shoppers Drug Mart

17

17. Sheer Happiness

The Lip Relief Balm is specially formulated to protect and hydrate lips prone to chapping and dryness. It creates a protective barrier while maintaining hydration for the delicate surface of the lips. Great for stocking stuffers !

OMY LABORATOIRES Lip Relief Balms Trio, $49,99 at omycosmetics.com

18

18. The Luxe Signature

The first fragrance from Tory Burch captures classic elements in unexpected ways. A bright and complex mix, Tory Burch Eau de Parfum is a floral fruity scent, the epitome of tomboy chic. Feminine florals of saturated pink peony and lush tuberose blend with crisp, optimistic citrus notes of grapefruit and neroli. Tory's signature note of earthy vetiver anchors the fragrance in a dynamic depth. Made for the everyday, it's a modern, colorful interpretation of the designer and her collection.

TORY BURCH Eau de Parfum Signature Gift Set, $175 at Shoppers Drug Mart

19

19. Total Radiance

Perfect for day and night to face, eye contour, neck and décolleté. The C-Peptide set contain the multi-action radiance cream that re-energizes skin for a superior transformation, an Exfoliant Gentle Purifying Scrub that offers gentle cleansing, detoxifying and brightening to reveal fresh, glowing skin without irritation or a tightening sensation. The Niacinamide 10 percent serum delivers a complete solution for visibly smoother, more even, radiant skin.

JOUVIANCE Radiance and Wrinkles Expert Set, $79 at Drugstores across country

20

20. Face Time

The SVR Anti-Aging Set is a complete routine specially formulated to visibly reduce signs of aging while boosting skin radiance and firmness. It includes the iconic Ampoule C Anti-Ox, a powerful vitamin C serum that brightens and evens the complexion; the Collagen Biotic Cream, a regenerating cream enriched with collagen and probiotics to firm and plump the skin; as well as one C Eye Biotic, a targeted eye contour treatment that smooths and refreshes the look.

SVR Radiant Glow Unlocked Set, $70 at Shoppers Drug Mart

rabanne

Ingredients 101 *Ceramides*

Winter Skin's Secret Weapon

Strengthen your moisture barrier with the nourishing power of ceramides

By Luca Phillips

Cold weather brings a special set of skincare challenges: tightness, flakiness, and that stubborn feeling of dehydration that no amount of moisturizer seems to fix. It's during the winter months that your barrier isn't functioning at its best. That's why ceramides are a go-to ingredient for dermatologists.

"Ceramides are fatty acids in the skin that help to maintain the skin barrier and retain moisture and hydration. Extreme cold weather temperatures, exposure to hot water, and dry heat can all deplete the ceramides stored in your skin … which is why … it's critical to introduce ceramide fortified products to lock in moisture and restore your skin's barrier function," says Dr. Shereene Idriss, M.D., a board-certified dermatologist. These lipid molecules, which occur naturally in the skin, are essential for keeping the moisture barrier strong and resilient. When that barrier is compromised, hydration escapes more easily, leaving the skin vulnerable to irritation and dryness.

The ceramides used in skincare typically come from plant-derived lipids, lab-created bio-identical versions, or yeast fermentation. Regardless of source, their purpose is the same: to reinforce the skin's natural structure. Because our natural ceramide levels decline due to age, environmental stress, and weather changes, using topical ceramide-rich products is one of the most reliable ways to restore barrier health. Many advanced formulas pair ceramides with cholesterol and fatty acids, mimicking the skin's own lipid balance for optimal repair and hydration. Over time, this strengthens the moisture barrier, softens roughness, and helps the complexion appear smoother and more supple.

Ceramides are gentle and versatile, making them suitable for most skin types, including sensitive and reactive skin. They also pair well with other hydrating actives like hyaluronic acid, niacinamide, and peptides, and can help offset dryness from sensitizing actives such as retinoids and exfoliating acids. For best results, look for ceramides in moisturizers or serums and use them consistently to maintain a healthy barrier throughout the season.

Supporting your skin with ceramides isn't just about combating winter dryness; it's about building long-term resilience. With regular use, skin feels calmer, looks healthier, and retains moisture more effectively, no matter the weather.

CERAVE Moisturizing Cream, $29.99, available at Shoppers Drug Mart and on Amazon. This moisturizing cream hydrates and helps restore the skin's protective barrier. Developed with dermatologists, this rich, non-greasy, fast-absorbing moisturizing cream features essential ceramides and hyaluronic acid for all-day hydration.

TORRIDEN SOLID-IN Ceramide Cream, $34, available at Holt Renfrew and Well.ca. This rich moisturizer provides long-lasting hydration and comfort, especially for dry and delicate skin types. Featuring a blend of five ceramides and D-Panthenol, it helps support the skin's moisture barrier and maintain a smooth, supple look.

GLOW RECIPE Avocado Ceramide Recovery Serum, $61, available at Sephora. This skin-barrier-strengthening serum is formulated with ceramides & antioxidant-rich avocado to help soothe and visibly reduce redness, dryness, and irritation caused by a weak skin barrier.

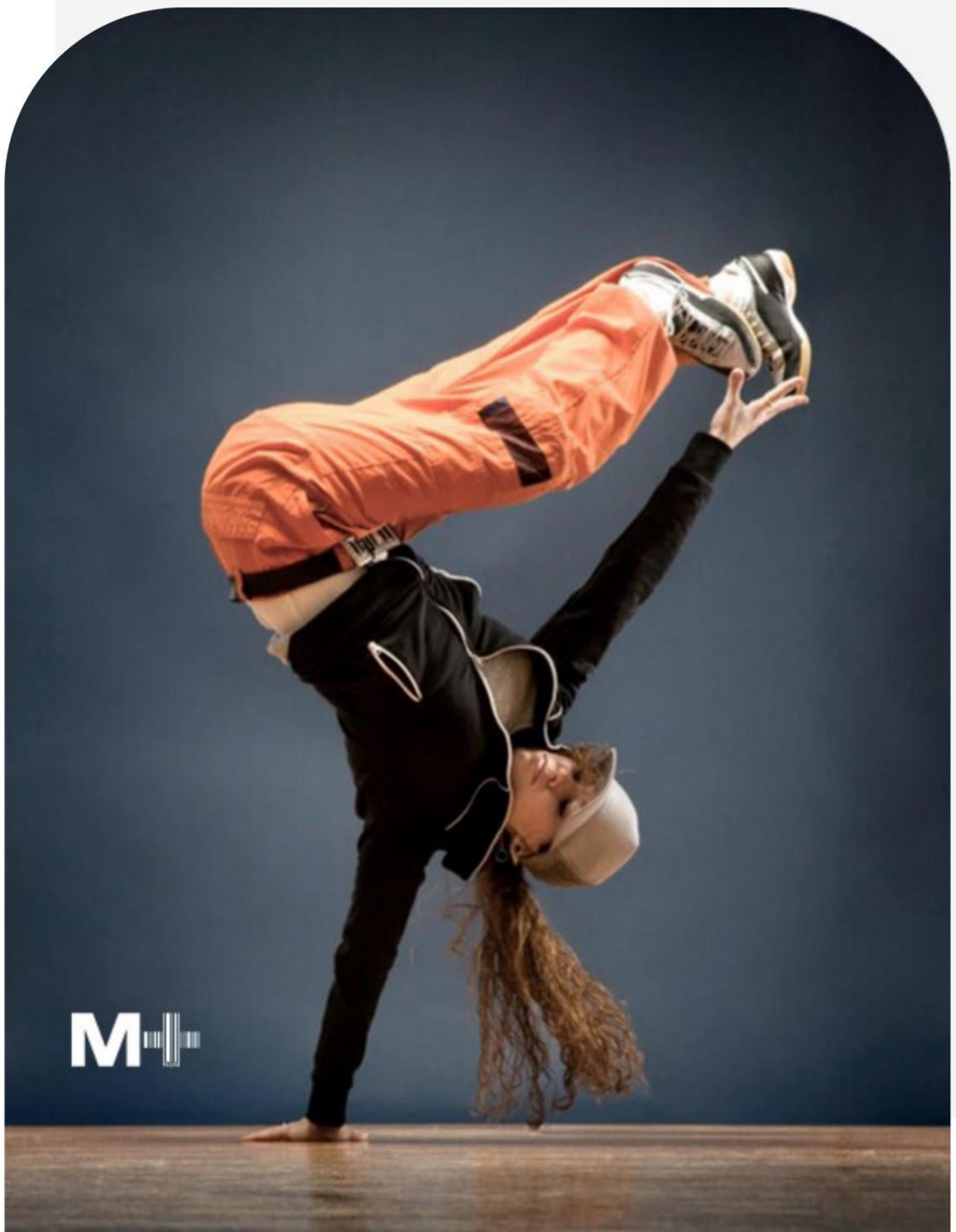
Your Story.
Your Neiges.
NEIGES
LISE WATIER
WATIER

WE MOVE DIFFERENTLY

By Frank Turco

MATCH Retail is a strategy-led sales, merchandising, and activation organization driven by an endless desire to enhance customers' retail experiences. MATCH Retail achieves this in many forms from key account management education to planogram resets; fixture installs and pop up or permanent installations. They truly are a one stop shop for all things:

SALES, MERCHANDISING, TRAINING, BRANDED RETAIL AND RETAIL ACTIVATION



From their very first client thirteen years ago, MATCH retail operates with tremendous passion and prides themselves in ensuring superior quality. This is proven through the tenure of their staff, as well as with their clients. Years of experience and know how have made **MATCH Retail** experts in their approach to work.

> "Thirteen years ago, one of our most enduring clients' partnerships began with a bold challenge, to take on their field sales program in British Columbia. The stakes were clear – if we delivered on our KPI's, we would earn the opportunity to lead the sales across Canada by year's end. We embraced that vision, executed with precision, and proved what a committed team and partner can achieve. Today, we are proud to still be at the helm of the national sales program, built on trust, collaboration, and a relationship with our client partners that continues to thrive."
>
> **Vanessa Schnekenburger, CEO**

The GOAL of **MATCH Retail** is quite simply to create *"great experiences at every touchpoint of a business"*

MATCH Retail has a huge portfolio of clients from brands to retailers that include the likes of Nespresso, SodaStream, Groupe Marcelle, L'Oreal, Jean Coutu, London Drugs, Shoppers Drug Mart and LG. Retailer relationships are a strong part of their business model with many retailers and brands having been clients for 10+ years.

"What sets us apart form our competition is our dedication to excellence and innovation. Our speed to market, and quality execution result in memorable campaigns. We're not just a service provider; we're a committed extension of your team, prioritizing collaboration in problem-solving. From concept to implementation, our project management expertise ensures efficiency and minimal lead times. Our impeccable reputation in the industry speaks volumes about the impact we bring to every project"

Vanessa Schnekenburger, CEO

They are scaled across the country from coast to coast and service clients in English and French. And this past summer, **MATCH Retail** opened a Montreal office to service the French-Canadian market.

Some of the core services that they pride themselves on include:

- Field sales where they engage the front line or consumers
- Merchandising services that include planograms, fixture set up, product launches and data collection
- Training from virtual sessions to live in person
- Branded retail whereby they offer and operate full retail turnkey solutions
- Experiential services that drive creative innovations

At **MATCH RETAIL,** our culture prioritizes PEOPLE FIRST, embodying a human-centric approach and a shared belief in impact. Fueled by vibrant corporate energy, we empower our team with trust, enthusiasm for their roles, and a supportive environment fostering individuality. With industry seasoned staff and a strong entrepreneurial mindset, we ensure the right people are in the right roles, promoting diversity and a healthy work/life balance.

What truly sets us apart is our commitment to being ALL IN. Going beyond professional success, we invest in the physical, mental, and spiritual health of our staff, creating a safe and supportive space. This holistic approach fosters a culture where cross-functional teams thrive, and everyone is encouraged to contribute to our collective success.

It's not just a workplace; it's a community where personal and professional growth flourish for the benefit of all.

Vanessa Schnekenburger, CEO

BEAUTY'S BEST 2025 AWARDS
WINNER
GAGNANT

cosmetics
"I RECOMMEND"
AWARD WINNER 2025

SKIN ACTIVE

Intensive Eye Therapy

Reinvented & Supercharged with MicroDiPeptide[229]®

94%*
Skin looks firmer, more elastic

91%*
Eyelid skin area appears lifted, more taut

NEOSTRATA®

THE SCIENCE OF HEALTHY-LOOKING, EVEN SKIN

©NeoStrata Company, Inc., 2025

*% of participants noting improvement after 2 weeks of twice daily use.

BEAUTY'S BEST 2025

BEST PEOPLE. BEST PRODUCTS.

Last month, the beauty industry came together to celebrate Beauty's Best People & Products of 2025. It was truly a night to remember. See all the winners and highlights from the event. Join us in celebrating this year's finalists and winners! Thank you for supporting this wonderful event.

- Frank Turco

Community Spirit Award

LAURIE REED

SHOPPERS DRUG MART
THUNDER BAY, ON

Laurie Reed, the Cosmetic Manager at Shoppers Drug Mart in Thunder Bay, has made a meaningful and lasting impact in her community by creating safe spaces, building trust, and empowering Indigenous women.

Her journey began with a single, powerful act: when she saw an Indigenous woman, Kathy Spence, being treated poorly in the store, she stepped in immediately to make Kathy feel welcomed, respected, and valued—not just as a customer, but as a person. This moment sparked a deep friendship built on trust and mutual understanding.

Together, Laurie and Kathy created the "Love Yourself" event—an annual gathering dedicated to Indigenous women. The event offers a safe, supportive space where Indigenous women can feel seen, celebrated, and uplifted. It's a day filled with love, beauty, and community connection. The event is now preparing for its fourth year, with over 500 Indigenous women expected to attend.

Laurie is also a passionate advocate, attending rallies for Missing and Murdered Indigenous Women, Girls, and Two-Spirited individuals (MMIWG2S) and Every Child Matters. She ensures her cosmetics counter is always a judgment-free space, where everyone—especially Indigenous women—feels safe, respected, and seen.

Through her work, Laurie reminds women to put themselves first and know they are important, beautiful, and loved.

WE'RE CELEBRATING!

Celebrating connection, compassion and the Community Spirit Award. Congratulations to this evening's winners and nominees for your remarkable contributions in fostering a supportive community for all.

LOOK GOOD FEEL BETTER®
BELLE ET BIEN DANS SA PEAU™

Helping people facing cancer feel like themselves again

lgfb.ca | @LGFBCanada

Best Service in a Drugstore, Team Award

SHOPPERS DRUG MART

WEST VANCOUVER, BC

Team Members:
A. Guerrero, T. Sonkin, M. Tabatabae, E. Mitchelle, T. Zlamal, C. Maclean, R. Edwards, L. Lu, K. Jin, A. Varma, S. Ghamari, C. Kobylynk, and A. Bankova

The team at Shoppers Drug Mart in West Vancouver are always thinking of customers first. From taking care of a bride-to-be in need; to listening to a frustrated customer; or assisting customers who are feeling overwhelmed, this team does it all. The examples of how they work together and/or independently to ensure their customers are welcomed, heard, and taken care of are numerous. They truly appreciate their customers and realize the impact they can have on their customers' lives. For this, they are being recognized as the department store team of the year. So, let's celebrate Shoppers Drug Mart team 243 from West Vancouver as this year's Beauty's Best drug store of the year.

Made With Love

QUO BEAUTY®

Celebrate 25 years of Quo Beauty®

25

BEAUTY at SHOPPERS DRUG MART

Best Service in a Department Store, Team Award

LA MER TEAM

HOLT RENFREW – SQUARE ONE

Team Members:
Von Nguyen, Marilynn Kimel, Wanqi Huo, Daniela, and Suri Lu

At the Holt Renfrew Square One La Mer counter, commitment to outstanding service is not just a standard-it's a legacy carried by this team, exemplified by one of the team's most treasured associates, Marilynn.

At 81 years old, Marilynn brings decades of expertise, elegance, and heartfelt connection to every client interaction. Her clientele is deeply loyal; many have followed her from store to store over the years, a true testament to the trust and care she's built through personalized service.

The level of bespoke service that this team offers is not an exception, it's the culture at the La Mer counter. Every guest is treated like a VIP, and the team consistently goes above and beyond to create moments of luxury, comfort, and genuine connection. Their ability to blend expertise with empathy is what truly sets them apart. For this, we recognize them as the specialty store team of the year. Please join us in congratulating the La Mer team from the Holt Renfrew Square One store as this year's Beauty's Best specialty team of the year.

HOLT RENFREW

EST. 1837 | PROUDLY CANADIAN

Celebrating Self-Expression

CONGRATULATIONS TO ALL THE BEAUTIFUL NOMINEES AND WINNERS!

Consumer's Choice Awards

BEST FRAGRANCE

ISSEY MIYAKE
Le Sel D'Issey
[Shiseido (Canada) Inc.]

BEST SKINCARE

BIODERMA
Sensibio Micellar Cleansing Oil
[NAOS]

BEST MAKEUP

CLARINS
Skin Illusion Full Coverage Foundation
[Clarins Canada]

I RECOMMEND AWARD

NEOSTRATA
Intensive Eye Therapy
[NEOSTRATA/Kenvue]

BIODERMA

LABORATOIRE DERMATOLOGIQUE

SENSIBIO
MICELLAR CLEANSING OIL

THE 1ST ECOBIOLOGICAL OIL WITH MICELLAR TECHNOLOGY
TO **CLEANSE** AND **TAKE CARE OF THE SKIN**

BEAUTY'S BEST 2025 AWARDS
WINNER GAGNANT

98%

REMOVES **WATERPROOF MAKEUP, IMPURITIES, POLLEN & SUNSCREENS***

95%

SKIN IS SOOTHED IMMEDIATELY*

*Consumer test in China on 121 subjects for 21 days, % satisfaction

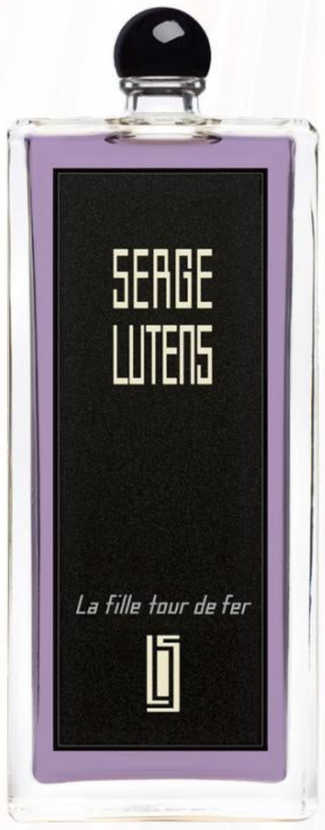
NAOS ECOBIOLOGY | AT THE HEART OF DERMATOLOGY

Luxe Fragrance

BYREDO
Mojave Ghost Absolu de Parfum

FINALISTS

TOM FORD
Vanilla Sex Eau de Parfum
[Estée Lauder Companies Canada]



SERGE LUTENS
La Fille Tour de Fer
[Shiseido (Canada) Inc.]

ACQUA DI PARMA
Luce di Rosa Eau de Parfum
[LVMH]

Full-Market Fragrance, Women's

FINALISTS

TORY BURCH
Sublime
[Shiseido (Canada) Inc.]

GIVENCHY
Irresistible Very Floral
Eau de Parfum
[LVMH Fragrance Brands]

GUERLAIN
Aqua Allegoria Florabloom
Forte - Eau de Parfum
[LVMH]

CAROLINA HERRERA
Good Girl Blush Elixir
[Puig]

DIOR
Miss Dior Parfum
[Dior]

JO MALONE LONDON
Frangipani Flower Cologne
[Estée Lauder Companies Canada]

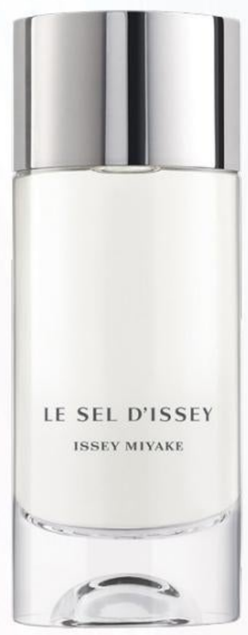
DOLCE&GABBANA
Devotion Eau de Parfum Intense
[GIVE BACK BEAUTY LLC]

Full-Market Fragrance, Men's

FINALISTS

BEAUTY'S BEST 2025 AWARDS
WINNER
GAGNANT

GIVENCHY
Gentleman Society
Extreme Eau de Parfum
[LVMH Fragrance Brands]



ISSEY MIYAKE
Le Sel D'Issey
[Shiseido (Canada) Inc.]

BURBERRY
Hero Parfum
[Coty Canada]

HUGO BOSS
BOSS The Scent Elixir
[Coty Canada]

RABANNE
Million Gold
[Puig]

Luxe Skincare

VIVIER
CRÈME 47
[Vivier Pharma]

FINALISTS

LA MER
The Rejuvenating Night Cream
[Estée Lauder Companies Canada]

CLARINS
Precious L'Huile en Sérum
[Clarins Canada]

LA PRAIRIE
Life Matrix Haute Rejuvenation Cream
[Holt Renfrew]

Prestige Skincare

BEAUTY'S BEST 2025 AWARDS
WINNER
GAGNANT

GUERLAIN
Abeille Royale Youth Watery Oil Serum
[LVMH]

FINALISTS

WATIER
Luminessence Brightening & Cooling Eye Balm
[Groupe Marcelle Inc.]

SHISEIDO
Vital Perfection Uplifting and Firming Advanced Cream
[Shiseido Canada]

CLARINS
Double Serum
[Clarins Canada]

DRUNK ELEPHANT
Bora Barrier Repair Cream
[Shiseido Canada]

ESTÉE LAUDER
Revitalizing Supreme+ Night Power Bounce Crème
[Estée Lauder Companies Canada]

CLARINS
Extra-Firming Day Cream
[Clarins Canada]

Full-Market Skincare

BEAUTY'S BEST 2025 AWARDS
WINNER
GAGNANT

CLINIQUE
Moisture Surge™ Active Glow Serum
[Estée Lauder Companies Canada]

FINALISTS

NEUTROGENA®
Collagen Bank Moisturizer
[Kenvue]

BUBBLE
Slam Dunk Hydrating Moisturizer
[Bubble]

AVEENO
Calm + Restore® Oat Gel Moisturizer
[Aveeno Canada (Kenvue Canada)]

AVEENO
Daily Moisturizing Oil Mist
[Aveeno Canada (Kenvue Canada)]

DIOR
Capture Totale Hyalushot Wrinkle Corrector
[Dior]

MARCELLE
Clari-T Skin Balancing Gel-Cream with 2% Salicylic Acid + Niacinamide
[Groupe Marcelle Inc.]

+4%

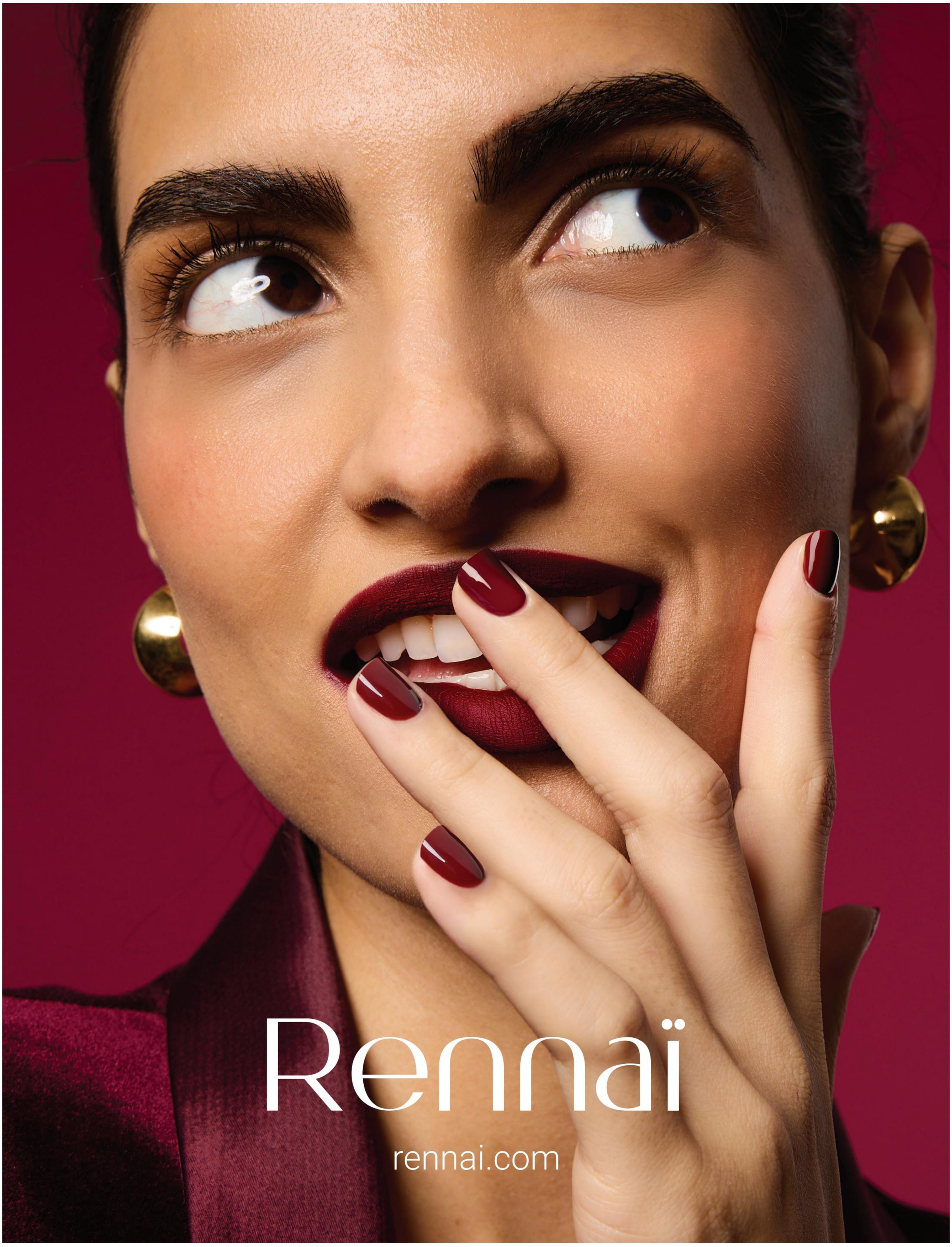
Thanks in part to the outstanding products and people we celebrate tonight, the prestige beauty market in Canada grew 4% in the first half of 2025, driven by a combination of demand and rising prices.

Congratulations to all the 2025 Beauty's Best Awards finalists and winners!

Scan the QR code
to learn more or contact
a Circana representative today!

Source: Circana, Canada Beauty Retail Tracking Service, Adjusted Measures, January-June 2025

Circana.


Rennaï
rennai.com

Derm Skincare

JOUVIANCE
RESTRUCTIV C-Peptide
[Sosen Inc.]

FINALISTS

BIODERMA
HYDRABIO HYALU+ SERUM
[NAOS]

SVR
Ampoule C
[Prestilux]

VICHY
Liftactiv Collagen Specialist 16 Bonding Serum
[L'Oréal Canada]

NEOSTRATA
Triple Firming Neck Cream
[Neostrata]

IDC DERMO
Ultime Expression+ | Deep Wrinkle Targeted Concentrate
[IDC Dermo]

HALE DERMA
Pure Pre & Post Treatment Spray
[Xcite Tech]

REVERSA
BIOmimetik Regenerative Serum
[Dermtek Pharma Inc.]

Sun/Body Care

FINALISTS

VICHY
Capital Soleil Sport Ultra-Light Refreshing Lotion SPF 60
[L'Oréal Canada]

NUXE
Huile Prodigieuse Rose Gold
[Prestilux]

NEUTROGENA
Ultra Sheer Moisturizing Face Serum Sunscreen SPF 50+
[Kenvue Canada]

SHISEIDO
Ultra Sun Protector Lotion SPF50+
[Shiseido Canada]

Prestige Makeup

BEAUTY'S BEST 2025 AWARDS
WINNER
GAGNANT

WATIER
Love My Lips Caring Lip Oil
[Groupe Marcelle Inc.]

FINALISTS

DIOR
Forever Skin Perfect Foundation Stick
[Dior]

M·A·C
Nudes Collection
[Estée Lauder Companies Canada]

CLARINS
Water Lip Stain
[Clarins Canada]

Full-Market Makeup

BEAUTY'S BEST 2025 AWARDS
WINNER
GAGNANT

GUCCI
Highlighter
[Coty Canada]

FINALISTS

PERSONNELLE COSMÉTIQUES
"Éclat Éternel" 12h Eyeshadow Pencil
[The Jean Coutu Group]

NARS
Talc Free Blush
[Shiseido Canada]

QUO BEAUTY
Blush Balm
[Shoppers Drug Mart]

QUO BEAUTY
Gloss Over Skin Stick - Mermaid
[Shoppers Drug Mart]

RIMMEL
Multi-Tasker Better Than Filters
[Coty Canada]

COVERGIRL
Clean Fresh Yummy Gloss Plumper
[Coty Canada]

PERSONNELLE COSMÉTIQUES
"Douceur 4h" Lipstick and Lipliner Pencil *[The Jean Coutu Group]*

OPI
RapiDry
[Wella Company]

Haircare

HAIR CARE

NIOXIN
Hair Fall Defense Shampoo
[Wella Professionals]

HAIRCARE - STYLING

GARNIER
GOOD Permanent Hair Dye
[L'Oréal Canada]

FINALISTS

KERAFACTOR®
[distributed by Xcite Tech]

WELLA PROFESSIONALS
Ultimate Smooth Miracle Oil Serum
[Wella Company]

CLAIROL
Colorstrong
[Wella Company]

AUSIRE
C10 Instant Hair Refresh
[AUSIRE]

MONAT
Rejuvabeads Split End Mender
[Alcora Corporation]

Technology

PRODUCT

RESHADE
[Humber Polytechnic]

APPLICATION

COSMETIC FACTORY
[EcoMundo]

FINALISTS

QUO BEAUTY
Unbreakable Hair Accessories
[Shoppers Drug Mart]

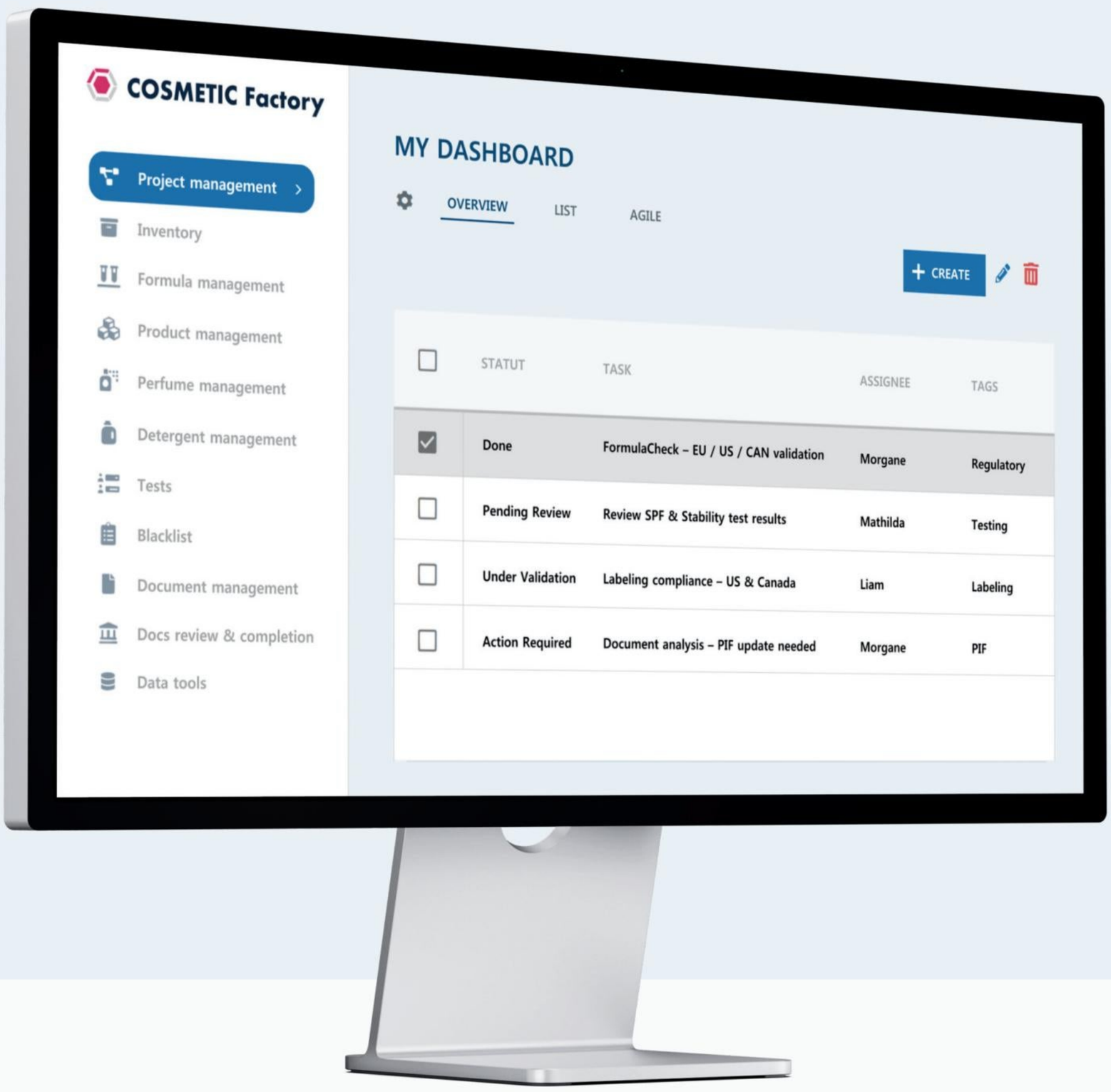
L'ORÉAL PROFESSIONNEL
AirLight Pro Professional Hair Dryer
[L'Oréal Canada]

T3 MICRO
Aire IQ Intelligent Hair Dryer
[Prestilux]

ANALYTIC SMART

E-COMMERCE TRANSFORMATION
[Groupe Marcelle]

WHERE COMPLIANCE MEETS INNOVATION



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HUMBER POLYTECHNIC - BUILDERS OF BRILLIANCE

Proud to Be Recognized as a Finalist for Innovation

Humber is proud to be a 2025 Beauty's Best Awards finalist for the ReShade project. Led by Enactus Humber, this student-driven initiative transforms unused cosmetics into eco-friendly paint. Congratulations to our team and to all the finalists!

reshade colours

enactus Humber Polytechnic

HUMBER POLYTECHNIC | BUILDERS OF BRILLIANCE

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Beauty's Best People Winners

Lifetime Achievement Award
VICTOR PERALTA VANEGAS

HOLT RENFREW – CALGARY, AB

Rookie of the Year
ELENA MCGRATH

SHOPPERS DRUG MART – DARTMOUTH, NS

Dermo Cosmetic Expert
SONIA MONIZ OLIVEIRA

REXALL – MILTON, ON

Peer/Retailer/Vendor Nominated
ANNETTE NOSEWORTHY

SHOPPERS DRUG MART – NL

Manager/Team Lead
VICKY VENDETTE

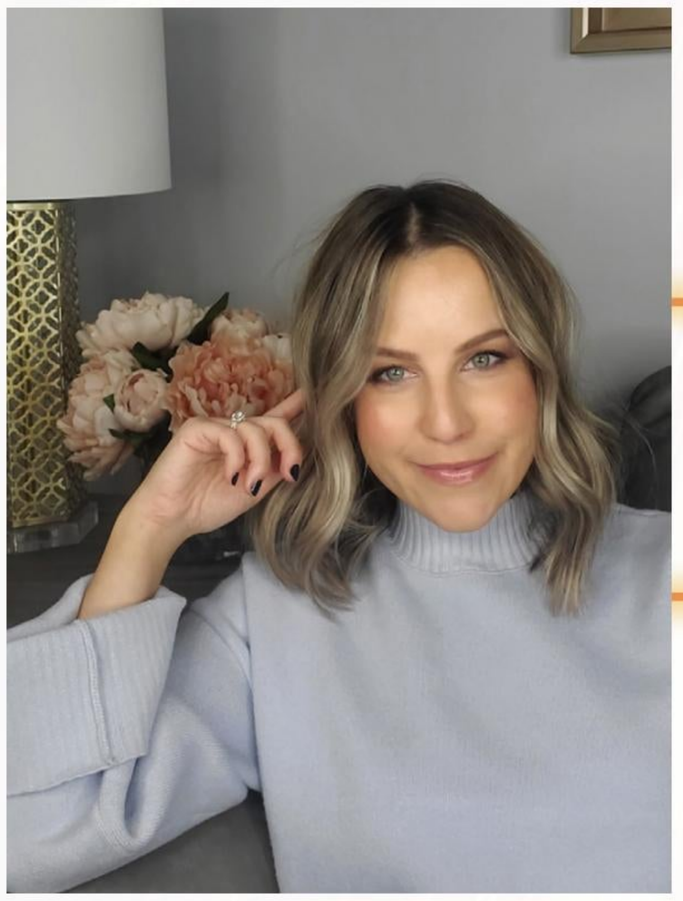
JEAN COUTU – MONTREAL, QC

Fragrance Advisor
BARBARA HUSSAIN

HOLT RENFREW – SQUARE ONE

Sales Representative
NICOLE LAI

SHISEIDO – EDMONTON, AB



Trainer of the Year
KATHLEEN FIGUEIREDO

GIVE BACK BEAUTY – LONDON, ON

Celebrating the best in Beauty

Rexall is a proud sponsor of the Beauty's Best 2025 Awards.
Congratulations to all the winners and nominees.

Rexall™/MC

WATIER

BEAUTY'S BEST 2025
AWARDS
WINNER
GAGNANT

Our iconic silky-smooth Lip Caring Lip Oil,
now a Beauty's Best Award winner!

ICON of the YEAR Award Winner

Jennifer Bedard

Jennifer Bedard is more than a powerhouse in the beauty industry—she's a force of inspiration, growth, and transformation. Her journey from beauty counter expert in her early start in this industry, to the Vice President of Sales is nothing short of iconic, marked by an unwavering commitment to distinction and a deep passion for the people and products that shape this industry. With every role she's taken on, Jennifer hasn't just advanced—she's elevated everyone around her. She played a pivotal role in the national expansion of the Watier brand, building strong partnerships and lasting connections across Canada. Her strategic vision and understanding of consumers have driven growth and set new standards for collaboration in the category. What truly sets Jennifer apart is her empathy and belief in others. She mentors, empowers, and inspires those around her to thrive—leading not just through results, but through trust and integrity. Jennifer's legacy lies not only in what she's built, but in who she's built up. Her leadership is a gift to our industry, and her nomination is not only well-deserved—it's essential.

Congratulations, Jennifer, on this well deserved award!

Beauty's Best Moments

Revisit the magic of awards night **FULL PHOTO GALLERY**

1. *Beauty's Best host, Frank Turco* **2.** *Group shot of this year's Best People winners* **3.** *ICON of the Year winner, Jennifer Bedard with David Cape, President of Groupe Marcelle* **4.** *Guests celebrate with a cheers!* **5.** *Community Spirit Award winner, Laurie Reed* **6.** *Entertainment* **7.** *Beauty's Best venue at Toronto's Fairmont Royal York Hotel* **8.** *Winning Drug Store Team put their hands together* **9.** *Cosmetics Alliance Canada President & CEO, Darren Praznik* **10.** *Humber Polytechnic Enactus Program demonstrate Reshade paints.*

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BB AWARDS 2025

Cosmetics Magazine and Cosmetics Alliance Canada would like to acknowledge our Gold, Silver, Event, Media, Entertainment, Donating & Production Sponsors for making this evening possible. It's their foresight and generosity that have made these awards something we can enjoy and be proud of.

GOLD

ESTĒE LAUDER COMPANIES
SHISEIDO
SHOPPERS DRUG MART
Jean Coutu
GROUPE MARCELLE COSMETICS | COSMÉTIQUES
Rennaï
NEOSTRATA
COTY SINCE 1904
CLARINS

SILVER

PRESTILUX
Neutrogena
PUIG
benefit SAN FRANCISCO
DIOR
VICHY LABORATOIRES
HOLT RENFREW
Rexall
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BATHORIUM

Making Time for Baths with Bathorium's Gregory Macdonald

By Frank Turco

I attended the Menopause Show in Toronto this October and had the pleasure of meeting Bathorium's founder and CEO, Gregory Macdonald, who recently celebrated 11 years since launching the brand. He shared his journey with Bathorium, along with some exciting news about what's next.

How did you celebrate the 10-year milestone of Bathorium?

I wanted to celebrate the many people who made Bathorium happen. It was never just me. It took an entire community, from the people who believed in Bathorium 11 years ago when I was selling bath bombs in Ziploc bags, the retailers who took a chance on us when we weren't fully ready, and the people who continue to tell their friends about Bathorium and believe in our mission and ethos. We hosted the Decade of Decadence celebration at the Shangri-La Hotel in Toronto, which felt meaningful because that's really where the Bathorium story began. I was bartending there 12 years ago when I travelled to Italy and had a transformative bath in Positano. The Italian nonna who prepared it used fresh cocoa butter,

lemongrass, lavender and orange blossom oils, sea salts and clays, and even poured in a freshly brewed pot of black tea. I came home and couldn't stop thinking about that bath. It's where the idea took root. Clean baths that were good for you, and experiential.

What inspired the core DNA of the brand?

In the first year, women kept telling me they couldn't take baths because of skin sensitivities. That's what led me to create bath products formulated for women's health and sensitive skin from the beginning. Everything goes through rigorous formulation practices, testing and reviews to ensure it's safe through postpartum, perimenopause, menopause and beyond.

We are intentionally niche. We don't make scrubs, shampoos or lotions. We focus on the art of the bath ritual. I've always believed brands should do one thing and do it really well — not try to be everything to everyone. We create bath soaks in many forms, from magnesium-rich therapeutic blends to gentle baths for kids. That's our lane, and we stay in it with purpose.

What stood out about that bath in Positano?

It was the whole experience (and maybe the Aperol spritz helped!). I already loved baths, but I didn't want the kind of bath that leaves residue, requires a shower after, or makes a mess of the tub. I wanted something elevated, nourishing and intentional. That Italian bath showed me what was possible.

You take such pride in the ingredients of the brand so where are your ingredients from?

Our raw materials are sourced globally, but about 95% of our manufacturing is done in Canada. The only exception is our Konjac sponge, which is made in Japan due to the quality and tradition behind it. Our Dead Sea salts come from Jordan. Our French grey sea salts are from Brittany. Abyssinian oil comes from Winnipeg. Our sea kelp is from Nova Scotia, and our BC blue glacial clay comes

from northern Vancouver Island. Ingredient integrity is something we don't compromise on.

Bathorium is now in spas, retail and luxury hotels. How did that expansion happen?

Bathorium started in the spa channel, which shaped our identity early on. When we moved into retail, customers were excited to see us at places like The Detox Market, Holt Renfrew, Nordstrom and now Indigo, along with many independent boutiques. We also work with luxury hotels, creating custom Bath Butler menus for their guests. We now partner with over 200 properties, including Four Seasons, St. Regis, Ritz-Carlton, Rosewood and Nobu Hotels. We also have eight products at Erewhon, which has helped with visibility, including celebrity discovery from people like Gwyneth Paltrow, who has brought us into Goop.

What does your ideal bath ritual look like?

Some people see a bath as purely cleansing, but I see it as self-care and sanctuary. I take baths at least four times a week. Last year, I spent five weeks in Japan filming a series on bathing cultures around the world called 'Soaked in Tradition.' I learned that bathing there is both intimate and non-negotiable. You cleanse before entering the bath. It's ceremonial. I've adopted that approach — setting the mood, lighting a candle, choosing music, sometimes bringing a glass of wine. It's grounding.

Crush Bath Soak is now your number one product, but it began by accident. How did that happen?

In 2017, we were preparing for our first segment

on The Marilyn Denis Show. We had made bath bombs by hand and dried them for 48 hours, but the next day they completely crumbled. We didn't have time or money to start again, so we bagged the crushed bath bombs and called it CRUSH (like crushed up bombs). It sold out immediately. People loved how they could control how much of the bath product they use in the bath and weren't confined to using an entire bath bomb in one soak. This has since become a staple Bathorium product through the years.

The Birth of little charlie™– How did this come about?

I created little charlie™ for my goddaughter in 2018 when she was born with eczema. I developed a coconut milk bath with colloidal oat, oat protein oil, jojoba oil and chamomile oil. After a few baths, her skin began to improve. We launched it as one SKU and it became our most re-purchased product. This has now expanded to several skus in the line with more slated for 2026.

OPRAH'S FAVORITE THINGS: little charlie™ Makes the IT-List

Being included on Oprah's list is an incredible honour for any founder. It means millions of people will discover the brand, and it's truly a game-changing moment for Bathorium. The featured product is the little charlie™ My First Bath Ritual Box Set, which is part of a new collection we launched on November 1st. This collection includes three new evergreen box sets designed with gifting in mind. I grew up watching Oprah with my mom so it's really quite surreal seeing my product in her magazine. Pinch me!

It certainly has been an incredible 10+ years with quite the accomplishment this year making it to Oprah's Favorite Things for Holiday 2025. What should we expect next from Bathorium?

Bathorium will always remain bath-centric and focused on the art of bathing rituals. I love pushing the boundaries of what a bath can be, and you can expect even more decadent formulations that feel more like skincare treatments than nightly soaks.

As someone who's athletic, I'm also interested in how bathing can support recovery and overall wellness. The cold plunge phenomenon has really inspired me, and I believe we can take that experience to the next level—enhancing both the ritual and the results. Stay tuned.

BEAUTY SPECIALIST
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Check out our website at:
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The Beauty Specialist Certification Program
is an online certification program that ensures Beauty Specialists have the most accurate information to assist customers with confidence.

Briller de Mille Feux

Vânia Aguiar

Notre rédactrice beauté partage les tendances de la nouvelle saison

"Le maquillage de fêtes sort enfin son habit de lumière !!"

Comme chaque année, les maisons rivalisent de créativité pour imaginer, à l'approche des fêtes, des collections de maquillage en édition limitée toutes plus éblouissantes les unes que les autres. Le tout abrité dans des écrins conçus comme de jolis objets à collectionner. Vous y puiserez à foison des textures et pigments qui sauront, en quelques coups de pinceau, vous faire briller de mille feux ! Une jouissive façon de décupler son aura beauté !

De Dior Poudre illuminatrice Forever Glow Luminizer, 001 Dior Star, 75 $, disponible aux comptoirs Dior

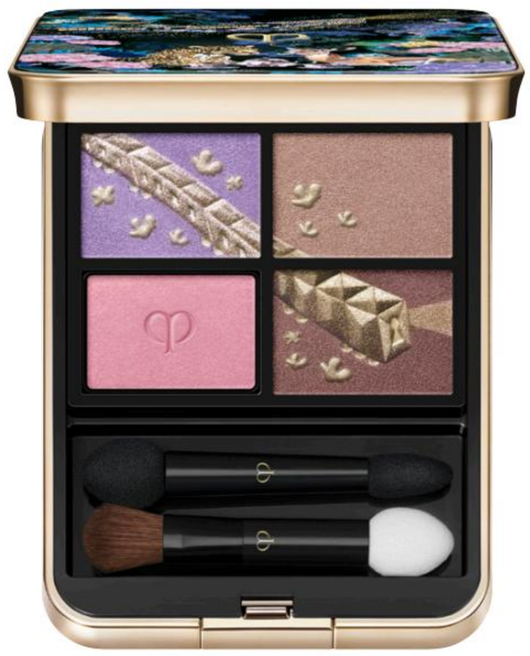
De Charlotte Tilbury Palette Hollywood Instant look, 88 $, disponible sur charlottetilbury.com

De Chanel Rouge Allure Laque, nuance Incandescent, 62 $, disponible aux comptoirs Chanel

De Clé de Peau Rouge à Lèvres Dream Express, 85 $, disponible à Holt Renfrew Ogilvy

De Clé de Peau Quatuor Eye Colour Dream Express, 140 $, disponible à Holt Renfrew Ogilvy

De Chanel Mascara Le Volume, 57 $, disponible aux comptoirs Chanel



De Dior Palette 5 Couleurs Diorshow, nuance 636 Fiery Circus, 100 $, disponible aux comptoirs Dior

De Dior Rouge Dior Circus Of Dreams, nuance 999 Velvet, 72 $, disponible aux comptoirs Dior

De Merit Fard à Paupière Sheen, nuance glacé, 36 $, disponible à Sephora

De Chanel Fard à Joues Les Signes de Chanel, nuance Rose Lumière, 96 $, disponible aux comptoirs Chanel

De Guerlain Rouge G en édition Limitée, 51$, écrin 52 $, disponible aux comptoirs Guerlain

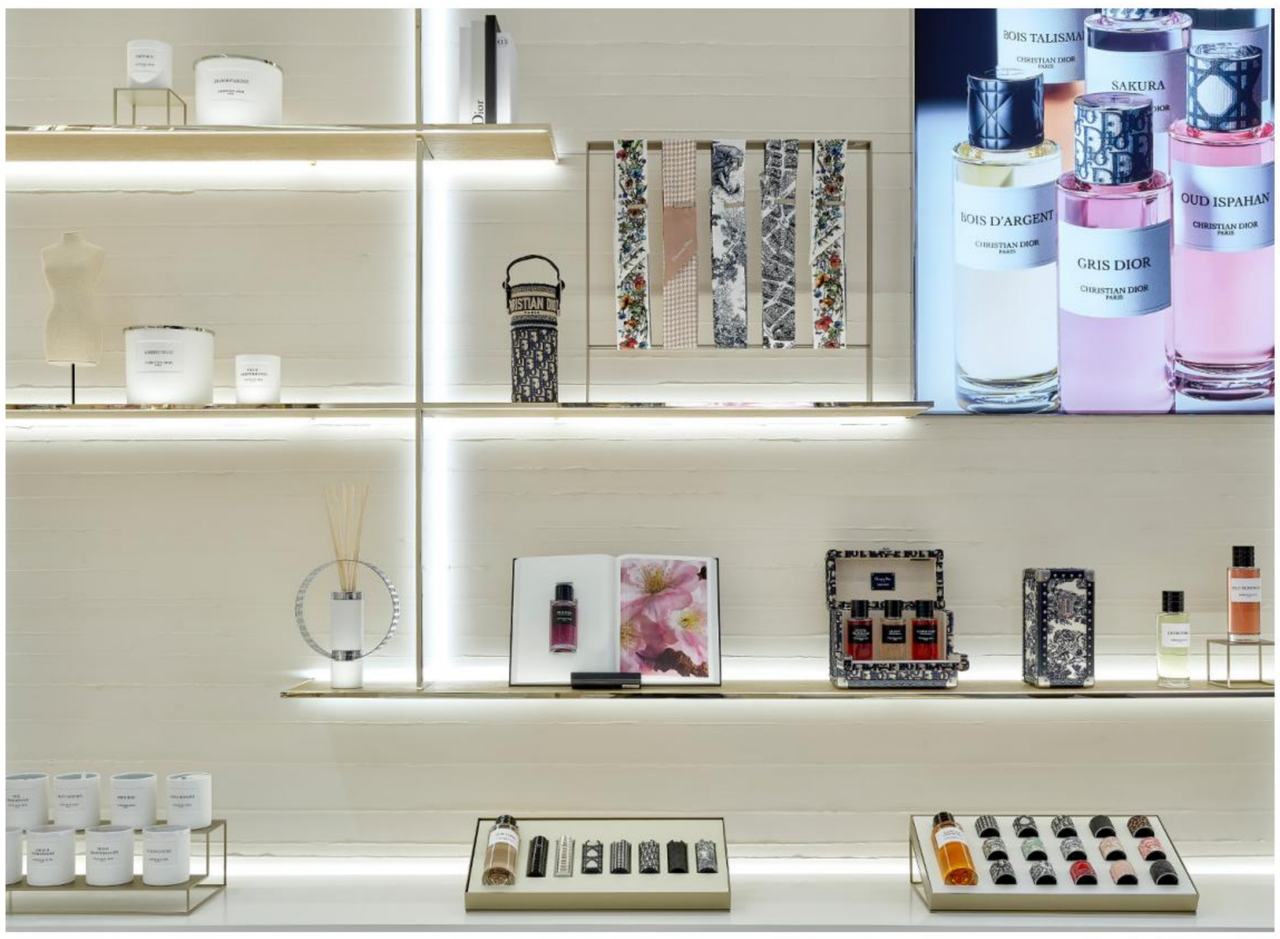
De Nars Poudre Illuminatrice Aura visage et corps, nuance Skyrocket, 68 $, disponible à Sephora

La Boutique Dior, là où luxe et beauté fusionnent

Depuis l'ouverture de sa première boutique à Paris en 1946, Dior incarne le rêve couture par excellence. Ce monde luxueux a inspiré l'identité de la DIOR-Beauté Boutique Royalmount, inaugurée l'été dernier à Montréal et dont l'esprit repose sur les codes de l'adresse légendaire où la maison Dior a vu le jour : le 30, avenue Montaigne, à Paris.

Par Vânia Aguiar

À mon arrivée, la très élégant directrice de la boutique, m'explique le design chic et lumineux des lieux. . Marbre, métal doré et tissus raffinés s'y déploient en parfaite harmonie et mettent en valeur les célébrissimes produits Dior. Mon hôtesse profite du moment pour me raconter l'expérience de découverte du parfum inspirée de l'atelier du couturier-parfumeur et imaginée par le directeur de la création pour Parfums Christian Dior, Francis Kurkdjian.
Elle poursuit avec la collection privée de parfums Christian Dior, dont les chefs-d'œuvre olfactifs uniques, classés par territoires floraux, architectures gourmandes et boisés, balisent la riche histoire de la vision de Monsieur.
Au cœur de l'expérience, s'entrelacent des accessoires personnalisables de la collection privée, parmi lesquels des coffrets, des écrins et des coiffes de parfum, ainsi qu'une sélection d'accessoires mode tels que des lunettes solaires, des bijoux et des carrés et foulards de soie Mitzah, qui accompagnent la collection. Les parfums emblématiques de Dior sont également offerts, incluant Miss Dior, J'adore, Sauvage et Dior Homme. Le summum du luxe !
Du côté des soins novateurs emblématiques de la maison Dior, la boutique dispose d'une offre exceptionnelle des gammes Capture, Prestige et L'Or de Vie. Les clientes peuvent prendre rendez-vous pour une consultation personnalisée entre amies avec un expert de la peau qui, autour d'un verre de champagne, les accompagne pour des choix



avertis et adaptés.
En complément, si elle le désire, la clientèle est plongée dans un espace dédié à l'expertise de Peter Philips, directeur créatif du maquillage Dior. Les looks de la saison et les produits qui les ont inspirés y forment d'infinies rangées, parmi lesquels l'indispensable Rouge Dior et les gammes Dior Forever et Dior Addict.
Au cours d'une mémorable matinée, grâce à la gentillesse et au savoir de la directrice de la boutique, j'ai pu découvrir une série de parfums mais aussi de services individuels de maquillage et de soins adaptés à chaque personne. Cette immersion ludique dans le monde de Christian Dior a été une expérience sensorielle des plus agréables. Hum...

reversa

reversa

neck and décolleté
smoothing and firming cream
crème lissante et raffermissante
cou et décolleté

MARINE AND BOTANICAL EXTRACTS
EXTRAITS MARINS ET BOTANIQUES
+
HYALURONIC ACID*
ACIDE HYALURONIQUE*
+
VITAMIN(E) F

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WRINKLES, BROWN SPOTS,
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RIDES, TACHES BRUNES,
PEAU FROISSÉE,
RELÂCHEMENT CUTANÉ

80 mL

Cou et décolleté,
une zone à
ne pas négliger !

98%
INGRÉDIENTS
d'origine **NATURELLE**

crueltyfree
andvegan
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FABRIQUÉ
AU QUÉBEC

0%
paraben / huile

Rétro Chic

Cette saison, on misera volontiers sur des coupes graphiques, des textures naturelles et un style à la fois sophistiqué et décontracté. Les coiffures volumineuses alliant audace et originalité, comme les mises en plis sur cheveux longs ou mi-longs, sont de retour, apportant une touche de charme intemporel. Cette tendance met en valeur la diversité des chevelures. Outils de coiffage avant-gardistes, soins capillaires hydratants, gels texturisants, fixatifs... on s'inspire des tendances et se concocte une crinière à faire tourner la tête du père Noël.

De KMS Soin Add Volume Rinçage Liquide Renforçateur, 34 $ les 150 ml, disponible sur amazon.ca

De T3 Micro Outil coiffant Aire 360 couleur mente en édition limitée, De Joico Gommage Moussant Exfoliant, 35 $ les 100 ml, disponible sur amazon.ca

D'Oribe Spray Texturisant Sec, 55 $ les 300 ml, disponible à Sephora

De René Furterer Sérum Astera Apaisant Fraîcheur cuir chevelu fragilisé, 47 $ les 75 ml, disponible en salon

De Joico Gommage Moussant Exfoliant, 35 $ les 100 ml, disponible sur amazon.ca

D'Alcôve Revitalisant Boucles, 18$ les 300 ml, disponible sur alcovehair.com

De Seen Deeper Conditioner, 42 $ les 250 ml, disponible sur helloseen.com

De Fenty Hair Brume Parfumée The Mista pour les cheveux et le corps, disponible à Sephora

De Pura D'Or Professional Revitalisant Épaississant au Vinaigre de Cidre de Pomme, 42,99 $ les 473 ml, disponible sur amazon.ca

De Moroccanoil Brume Traitement pour cheveux, 65 $, disponible sur ca.moroccanoil.com

De Yves Rocher Sérum Équilibre cuir chevelu, 23,95 $ les 50 ml, disponible sur yvesrocher.ca

De René Furterer Triphasic Capsules Longueur, 95 $ les 90 unités, disponible sur renefurterer.com

De Seen Magic Serum, 52 $ les 30 ml, disponible sur helloseen.com

Et la lumière fut !

Serge Lutens est un visionnaire qui a bouleversé l'expérience olfactive en redéfinissant le parfum comme une forme d'art à part entière. Son approche avant-gardiste, nourrie de ses expériences personnelles et de ses souvenirs, a marqué un tournant dans l'univers de la haute parfumerie en y insufflant une sophistication et une profondeur émotionnelle jusque-là inaccessibles. Pour notre bonheur, il récidive avec une nouvelle collection : Royaume des Lumières, où il revisite certains de ses parfums pour les sublimer et nous enchanter.

Par Vânia Aguiar

Q : Vous êtes connu pour votre sens de la formule, tant poétique qu'olfactive. Les mots occupent une place de choix dans votre univers. Quel pouvoir leur conférez-vous ?

R : L'art de l'écriture est l'art suprême. Il supplée à l'image. J'aime les images sans mots et les textes sans images. Ils ne peuvent cohabiter car ils se détruisent mutuellement.

Q : Racontez-nous l'univers olfactif de votre nouvelle collection, Royaume des Lumières.

R : L'univers est un bien grand mot, surtout lorsqu'on parle d'un flacon de parfum ! Personnellement, je l'ai limité à une géographie toute personnelle et rêvée du monde arabe. C'est une projection mentale qui est proche de ma réalité mais non de du réel.

Q : Quelle est l'odeur improbable que vous aimeriez mettre en flacon ?

R : Elles sont nombreuses, mais ce sont surtout des odeurs furtives quasi impossibles à reproduire, par exemple celle de la pluie dans un jardin après une grande chaleur. L'averse nous soulage, relie nos sens. Après elle, on n'a plus soif. La chaleur remonte. Cela fait longtemps que je travaille sur cette odeur. C'est toute une histoire : nous, à l'abri durant cette averse lourde et drue et, enfin, le soulagement du corps et de l'esprit ! L'émanation de la terre qui retrouve son propre langage.

Q : Comment vous adaptez-vous aux préférences changeantes des consommateurs en matière de parfums ?

R : C'est inenvisageable pour moi ! Le « consommateur » ne peut pas être réduit à l'état d'acheteur. Un individu est une personne à part entière, avec son vécu, ses complexités. Je ne m'intéresse pas aux marchés et il n'y a jamais de préméditation de ma part lorsque je conçois un parfum. C'est en quelque sorte lui qui crée, se met en place et décide. Je ne suis que son serviteur.

Q : Selon vous, quel est la fragrance ultime à offrir à quelqu'un que l'on aime ?

R : Là encore, cela s'apparente à une mission impossible car c'est un acte qui demande de bien connaître la personne et le parfum. Cela dit, on peut miser sur la chance et alors soit être couvert de compliments soit se faire envoyer littéralement sur les roses. C'est le risque de tout jeu ! Après, toutefois, cela peut être intéressant de constater comment les gens vous perçoivent.

Q : Quelle est l'odeur de l'amour ?

R : Donner une odeur à l'amour ? Trop vaste question pour une réponse courte. L'amour manque de précision.

Q : Un sillage festif ?

R : La présence de quelqu'un qu'on aime à un événement est déjà un événement festif ; si en plus cette personne est parfumée, c'est encore mieux. S'il s'agit d'un intrus non bienvenu, alors reste à espérer qu'il parte vite ! La notion même de fête est aujourd'hui plombée de points d'interrogation. Je parlerais plutôt d'une sorte de refuge pour ne plus trop penser, comme dirait Charles Trenet. Être trop dans le réel, c'est crever !

Q : Une odeur pour définir la personne que vous êtes aujourd'hui ?

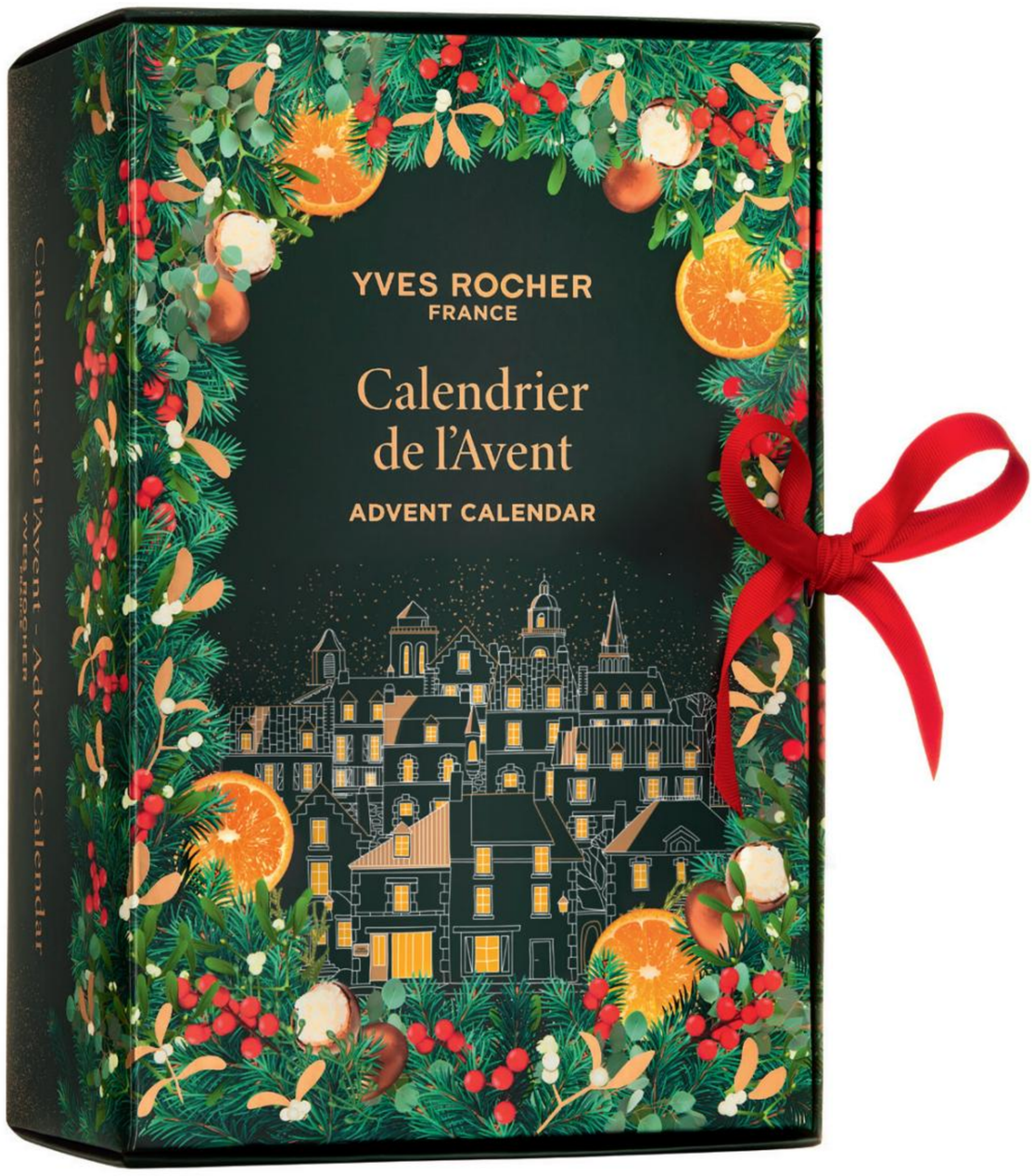
R : L'absence d'odeur me paraît personnellement plus nécessaire que sa présence. J'aurais l'impression d'être un imposteur. Rien de tel que l'absence pour susciter l'imagination.

De Serge Lutens
Eau de Parfum Collection Royaume des Lumières, 595 $ les 100 ml chaque parfum, disponible à Holt Renfrew Ogilvy

Objets de Désir

À court d'idées cadeaux pour gâter vos proches ? Les coffrets beauté sont la solution. Ces incontournables restent le meilleur moyen de faire plaisir avec des produits exclusifs vendus à prix abordable. Coffrets, trousses et palettes s'ornent pour les fêtes d'or, de strass ou de paillettes. Crèmes à mains, soins pour le visage, le corps ou les cheveux, rouges à lèvres et fragrances se parent de leurs habits de fête pour enchanter les adeptes de beauté. Leur format prêt à emballer en fait de parfaits cadeaux de dernière minute. Des produits cultes en édition limitée sont ainsi proposés en format mini ou maxi dans des emballages aux couleurs et ornements typiques des fêtes. Pour impressionner vos être chers en glissant sous le sapin des produits de beauté désirés et désirables, suivez le guide !

De Charlotte Tilbury
Calendrier de l'avent Beauty Treasure Chest, 298 $, contenant 12 produits, disponible sur charlottetilbury.com



Les Calendriers de L'Avent

D'Yves Rocher Calendrier de l'avent, 79 $, contenant 24 produits, disponible à Pharmaprix

De Dior Calendrier de l'avent La Malle de Rêves Circus Of Dreams en édition limitée, 11 000$, contenant 24 produits, disponible sur dior.ca

De Tatcha Calendrier de l'avent 324 $, contenant 12 produits, disponible sur tatcha.com

De Clarins Calendrier de l'avent 12 Days Treasures, 190 $, contenant 24 produits, disponible aux comptoirs Clarins

Coffrets Parfumés pour Elle

De Charlotte Tilbury Coffret Eau de Parfum Star Confidence, 169 $ contenant 2 parfums, disponible sur charlottetilbury.com

De Narciso Rodriguez Coffret Eau de Parfum All Of Me Intense, 171 $, contenant 3 produits parfumés, disponible à Pharmaprix

De Clinique Coffret Eau de Parfum Perfectly Happy, 128 $, contenant 3 produits parfumés, disponible à Jean Coutu

Coffrets Parfumés pour Lui

De Diesel Coffret Eau de Parfum Only The Brave, 92 $, contenant 2 parfums, disponible à Pharmaprix

De Narciso Rodriguez Coffret Eau de Parfum For Him Bleu Noir, 175 $, contenant 3 produits parfumés, disponible à Pharmaprix

De Ferragamo Coffret Eau de Parfum Intense Leather, 152 $, contenant 3 produits parfumées, disponible à Pharmaprix

Pillow Talk
PUSH UP LASHES!
Charlotte Tilbury

NARS
LINE & SHINE LIP DUO
DUO LÈVRES

CLINIQUE high impact gel tech eyeliner crayon gel eyeliner
CLINIQUE high impact mascara mascara impact optimal
CLINIQUE almost lipstick pink honey
CLINIQUE almost lipstick black honey
CLINIQUE

COVERGIRL
YUMMY BITES
BITE-SIZED CLEAN FRESH YUMMY GLOSS
FORMAT À CROQUER
BUT FIRST A COSMO
LET'S GET FIZZICAL
CLEAN FRESH YUMMY GLOSS
NATURALLY-DERIVED ANTIOXIDANTS + HYALURONIC ACID
ACIDE HYALURONIQUE + ANTIOXYDANTS D'ORIGINE NATUREL
2 x 5 mL (0.16 FL. OZ. ea)

COVERGIRL
CLEAN FRESH YUMMY GLOSS
COVERGIRL
CLEAN FRESH YUMMY GLOSS

ROSY GLOW SET
COFFRET ÉCLAT ROSÉ
MARCELLE®
THE PERFECT ROSY GLOW
POUR LE PARFAIT ÉCLAT ROSÉ
CARING BLUSH FOR THE PERFECT FLUSH
LE FARD À JOUES BONNE MINE PARFAIT
With mango butter. Moisturizing emollient.
Avec beurre de mangue. Émollient hydratant.
With vitamin E. Hydrating antioxidant.
Avec vitamine E. Antioxydant hydratant.
MARCELLE® CHEEK LOVING CHEEK AND LIP MULTI-STICK
MARCELLE® Lux GLOSS
2 full-size products
2 produits de format régulier

Coffrets Maquillage

De Charlotte Tilbury Coffret Pillow Talk Icons On The Go, 74 $, contenant 4 produits, disponible sur charlottetilbury.com

De Nars Coffret Duo Lèvres, 34 $, disponible sur sephora.ca

De Fenty Beauty Coffret Maquillage Fenty's Finest, 47,50 $, contenant 3 produits, disponible à Sephora

De Merit Beauty Trio de Mini Baume Energisant, 56 $, disponible à Sephora

De Rare Beauty Trio Joues et Lèvres Soft Pinch, 50 $, disponible à Sephora

D'Annabelle Coffret Maquillage 24,99 $, contenant 4 produits, disponible en pharmacie

De Marcelle Coffret Maquillage pour le parfait Éclat Rosé, 20,99 $, contenant 2 produits, disponible à Jean Coutu

De Covergirl Coffret Duo Brillants à Lèvres Yummy Bites, 16,63 $, disponible en pharmacie

De Clinique Coffret Maquillage Black Honey Vaut, 110$, disponible à Pharmaprix

Coffrets Soins

De That'so Coffret Éclat, 82,99 $, contenant 2 produits, disponible sur thatsoitaly.com

De Reversa Coffret de Soins anti-âge FPS15, 64,95 $, contenant 4 soins, disponible à Jean Coutu

De Graydon Skincare Coffret Glow & Glow pré-fête, 59 $, contenant 3 soins, disponible sur graydonskincare.com

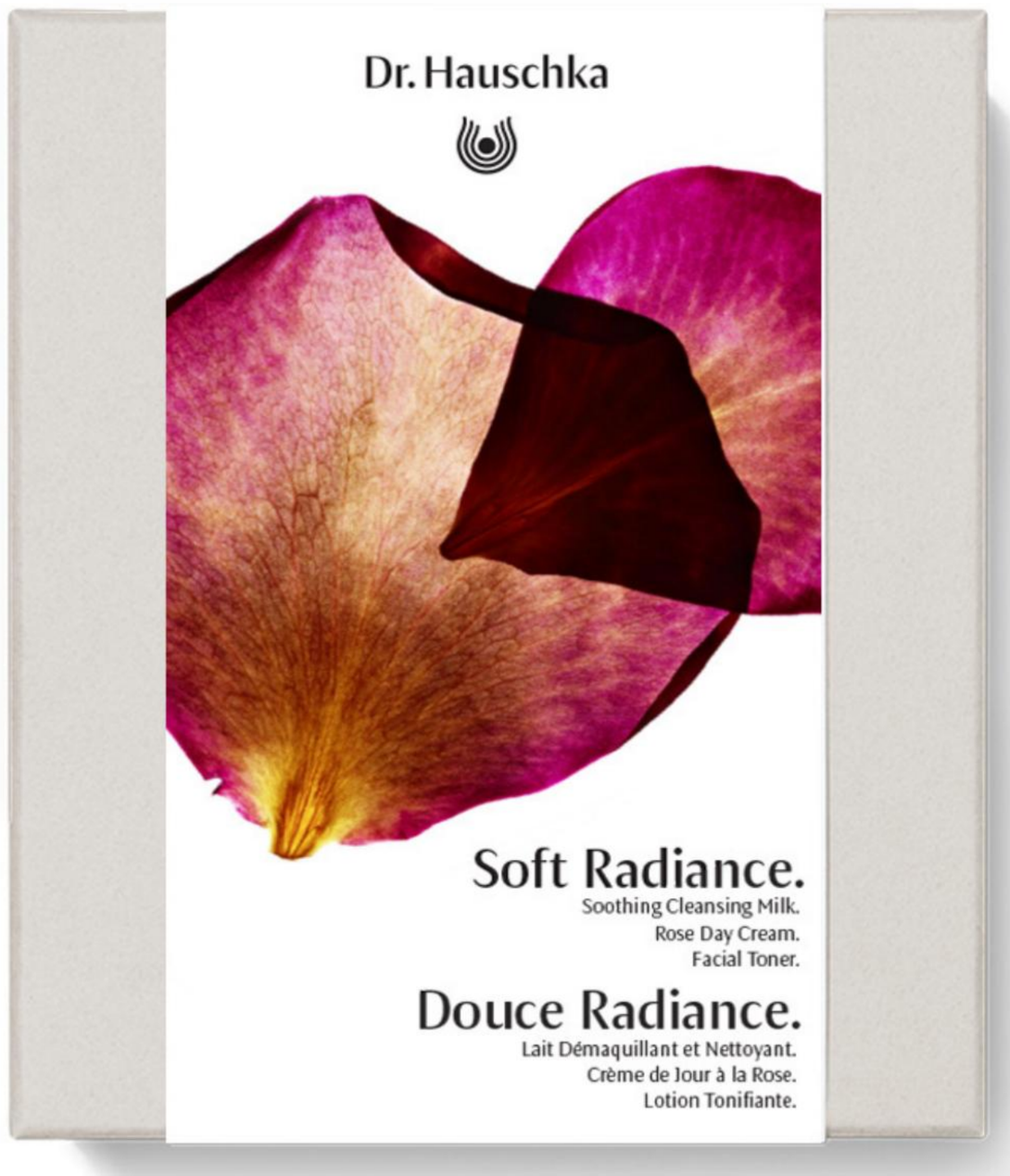
Coffrets Soins

De Drunk Elephant Coffret Daytime Exhibit, 133 $, contenant 4 soins, disponible sur drunkelephant.ca

De Josie Maran Coffret Topless Tangerine Treats, 49 $, contenant 3 soins, disponible à Sephora

De Dermalogica Coffret A Moment in Nature, 287 $, contenant 3 produits, disponible sur dermalogica.ca

VITAMIN
ACTIV Cg
SÉRUM CONCENTRÉ ÉCLAT
RADIANCE CONCENTRATED SERUM
EAU THERMALE
Avène
LABORATOIRE DERMATOLOGIQUE
VITAMIN ACTIV Cg
VITAMIN C
ULTRA-OPTIMISÉ
SÉRUM CONCENTRÉ ÉCLAT
RADIANCE CONCENTRATED SERUM
Made in France
30ml
EAU THERMALE
Avène
LABORATOIRE DERMATOLOGIQUE
EAU MICELLAIRE DÉMAQUILLANTE
Visage et yeux sensibles
100 ml
3.3 fl.oz.
10ml
2ml
100ml
VOS CADEAUX
YOUR GIFTS
RIDES / ÉCLAT / TACHES
WRINKLES / RADIANCE / DARK SPOTS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Rose Day Cream.
Facial Toner.
Douce Radiance.
Lait Démaquillant et Nettoyant.
Crème de Jour à la Rose.
Lotion Tonifiante.

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3 EN 1
Crème anti-âge rajeunissante
JOUR | NUIT | CONTOUR YEUX
Peau normale à sèche
JOUVIANCE ANTI-AGE HA 1.5%
Plumping anti-aging serum
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Gentle purifying scrub
Gommage purifiant doux
Deep cleanses and retextures skin
Nettoie en profondeur et améliore la texture de la peau
JOUVIANCE ANTI-AGE REGARD
Sérum yeux défatiguant
Raffermit et hydrate
Firms and hydrates
PEAU NORMALE À SÈCHE ⊠ NORMAL TO DRY SKIN

URIAGE
EAU THERMALE
CICA DAILY
HYDRATE ET RÉ
HYDRATES AND
URIAGE
CICA DAILY
Sérum réparateur intense
Intense repairing serum
30ml
10.5%
THERMAL-BIOTI
DUO QUOTIDIEN RÉPARATEU
DAILY REPAIRING DUO
PEAUX FRAGILISÉES • FR

Coffrets Soins

D'Avène Coffret Vitamine Activ Cg Sérum Concentré Éclat, 77 $, contenant 4 soins, disponible en pharmacie

De Dr. Haushchka Coffret Douce Radiance, 71,50 $, contenant 3 soins, disponible sur ca.drhauschka.ca

D'Embryolisse Coffret de soins visage, 59 $, contenant 2 soins, disponible à Pharmaprix

De Peter Thomas Roth Coffret 24K Gold Glow-Up, 53 $, contenant 2 soins, disponible à Sephora

D'Uriage Coffret Duo Quotidien Réparateur CICA Daily, 50 $, disponible à Pharmaprix

De Jouviance Coffret Jouviance X Co-Lab, 75 $, contenant 5 soins, disponible à Jean Coutu

Coffrets Coiffure

D'Oribe Coffret Collection Golde Lust, 144 $, contenant 3 produits, disponible à Sephora

De Klorane Coffret Rituel Fortifiant Cheveux, 89 $, contenant 3 produits, disponible en pharmacie

De Furterer Coffret Sublime Karité, 87 $, contenant 3 produits, disponible à Concept C Shop

Coffrets Soins Pour Homme

De Groom Coffret Découverte corps et visage, 75 $, contenant 4 soins, disponible sur lesindustries-groom.com

De Clinique Coffret Peau Neuve pour lui, 78 $, contenant 4 produits, disponible à Jean Coutu

De Clarins Men Coffret Nettoyant, 40 $, contenant 3 produits, disponible à Jean Coutu

Essentiels Parfumés

Cadeau parmi les plus populaires, l'indétrônable parfum n'est pas près de céder sa place de premier de classe dans le cœur des femmes. Celles-ci ont tendance à en acheter deux à trois différents par année, une tendance qui ne risque pas de s'essouffler avec l'avènement du « layering », qui consiste à superposer plusieurs fragrances pour se concocter sur mesure un sillage unique. Du choix, il en a ! Des effluves floraux aux orientaux en passant par les boisés, le rayon de la parfumerie regorge de trésors qui sauront plaire aux amateurs de senteurs exclusives. Alors, que ce soit pour vous, votre amoureux, votre mère ou votre meilleure amie, puisez ce qui les réjouira dans ma sélection des plus jolis flacons de l'année.

EAU FÉMININ

De Rabanne Eau de Parfum Fame Feline Collector, 220 $ les 80 ml, disponible à Sephora

De Juicy Couture Eau de Parfum Just Moi, 177 $ les 100 ml, disponible sur juicycouture.com

De Carolina Herrera Eau de Parfum Good Girl Bowtastic, 205 $ les 80 ml, disponible à holtrenfrew.com

De Jean Paul Gaultier Eau de Parfum Divine Collector, 223 $ les 100 ml, disponible à holtrenfrew.com

De Charlotte Tilbury Eau de Parfum Star Confidence, 210 $ les 100 ml, disponible sur charlottetilbury.com

De Carolina Herrera Eau de Parfum Good Girl Blush Bowtastic, 225 $ les 80 ml, disponible à holtrenfrew.com

De Rare Beauty Eau de Parfum Rare, 104 $ les 50 ml, disponible à Sephora

De Dior Eau de Parfum Miss Dior Essence, 285 $ les 80 ml, disponible aux comptoirs Dior

EAU MASCULIN

De Dolce & Gabanna Eau de Parfum Devotion pour homme, 220 $ les 100 ml, disponible à Pharmaprix

De Jean Paul Gaultier Eau de Parfum Le Male Elixir Collector, 196 $ les 125 ml, disponible à holtrenfrew.com

De Chanel Eau de Parfum Bleu L'Exclusif, 334 $ les 100 ml, disponible aux comptoirs Chanel

De Manuel Mathieu Eau de Parfum Dsire, 295 $ les 50 ml, disponible sur etiket.ca

Soins *Exclusifs*, expérience unique !

En septembre dernier, j'ai eu la chance de recevoir un soin sur mesure à l'Institut de longévité de la peau Estée Lauder situé à la boutique Rennaï au Royalmount. Récit d'un moment beauté exclusif.

Par Vânia Aguiar

peau et ses besoins spécifiques. L'environnement est soigné et respire le luxe, ce qui induit un lâcher-prise immédiat. Une fois mon protocole de soins établi, Leila et moi entrons dans une cabine privée dotée d'une ambiance propice à une expérience immersive et multisensorielle optimale.

La délicate chorégraphie d'un massage signature de mon visage y fait pénétrer les produits de la marque adaptés à ma peau et du coup tous mes curseurs de stress plongent vers le zéro absolu.

Voici un cadeau royal à offrir à un être aimé ou simplement à soi-même. Avec l'achat de deux produits d'Estée Lauder, on peut réserver cette expérience ultime de 60 minutes (testée et approuvée !) à la boutique Rennaï du Royalmount à Montréal.

Inauguré en février 2025, l'Institut de longévité de Lauder est le point de rencontre entre le service de luxe et la science de pointe, un nouveau concept qui repose sur plus de 15 années de recherche consacrées à la longévité cutanée. Il s'articule autour de sa gamme Re-Nutriv, le nec plus ultra en matière de soins anti-âge et d'innovation cosmétique.

À mon arrivée, Leila, esthéticienne experte de la marque, m'accueille. J'apprends grâce à elle que les soins qui vont m'être prodigués associent la technologie brevetée Sirtivity-LP à des ingrédients précieux et à des rituels d'application personnalisés. Les esthéticiennes de l'Institut s'appuient en effet sur l'outil de diagnostic EstéeLab Skin Pro, qui permet d'analyser l'état de la

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40 ANS DE Double Serum CLARINS

LE SOIN ANTI-ÂGE LE PLUS COMPLET*

ICONIQUE DEPUIS 40 ANS

*Chez Clarins.

Sauve qui peut !

Pour protéger sa peau des rigueurs de l'hiver, il est nécessaire de revoir sa routine beauté en choisissant des soins adaptés :savons doux, crèmes et baumes hydratants, masques et sérums sont alors nos meilleurs alliés. Vents glacés à l'extérieur et chauffage excessif à l'intérieur malmènent cruellement l'épiderme. Résultat : déshydratation, inconfort, rougeurs, couperose, gerçures... Trouvez ici les incontournables soins réparateurs qui sauront vous sauver la peau cet hiver.

Les Nettoyants

D'IDC Dermo Crème Mousse Nettoyante 7-en-1 Express Multi-Action, 34,99 $ les 150 ml, disponible à Pharmaprix

De Peter Thomas Roth Nettoyant Water Drench Whipped Cream, 46 $ les 190 g, disponible à Sephora

De La Roche-Posay Gel Moussant Vitamin C, 33 $ les 200 ml, disponible en pharmacie

Les Crèmes des Crèmes

De Clé de Peau La Crème Dreams Express, 730 $ les 50ml, disponible aux comptoirs Clé de Peau

D'IDC Dermo Crème Antiâge Globale 16-en-1 Express Multi-Action, 89,99 $ les 50 ml, disponible à Pharmaprix

De Nuxe Soin d'Exception Jour & Nuit Merveillance Lift, 96 $ les 75 ml, disponible à Pharmaprix

Soins Yeux

De ROC Baume pour les Yeux Multi Correxion, 43,99 $ les 4 g, disponible en pharmacie

De Neostrata Crème Hydra-comblante Yeux aux PHA Restore, 53 $ le 15 g, disponible en pharmacie

De Neostrata Soin Intensif des Yeux Repair, 100 $ le 15 g, disponible en pharmacie

Les Masques

De Rhode Timbres dégonflant pour les yeux aux peptides, 38 $ les 6 pairs, disponible sur rhodeskin.com

De L'Occitane Timbres pour les yeux soin jeunesse Immortelle Précieuse, 66 $ les 12 pairs, disponible sur loccitane.ca

De Hanyul Masque de nuit Yuja Brighten + Glow, 41 $ les 70 ml, disponible sur sephora.com

Les Indispensables

De Filorga Soin Lèvres Volumateur Hyalu-Fillers, 44 $, disponible à Pharmaprix

De La Rosée Crème Maisn Réparatrice, 13 $ les 50 ml, disponible à Pharmaprix

Les Primers

De Maybelline Jelly Poreless hydratante effet flouté, 16,99 $ les 30 ml, disponible en pharmacie

De Maybelline Serum Grippy +2% niacinamide, 18,99 $ les 30 ml, disponible en pharmacie

Pour le Bien-Être

De Dior Bougie Piste aux Étoiles The Circus Dreams, 155 $, disponible aux comptoirs Dior

De Soja & CO Difuseur à Roseaux Ambre + Chêne, 32 $ les 120 ml, disponible sur sojaco.ca

Les Brumes

D’Uriage Eau Thermal, 25 $ les 300 ml, disponible à Jean Coutu

D’Aestura Brume Crème Atobarrier, 29 $ les 120 ml, disponible à Sephora

Les Exfoliants

De Summer Fridays Disques exfoliants quotidiens Gentle reset, 57 $ les 30 unités, disponible à Sephora

D’Embryolisse Poudre Lait Exfoliante, 32 $ les 40 g, disponible sur amazon.ca

Les Réparateurs

De First Aid Beauty Crème Ultra Réparatrice, 58,50 $ les 170 g, disponible è Sephora

De La Rosée Baume SOS Réparateur aux cires et aux huiles végétales, 28 $ les 20 g, disponible Pharmaprix

Soins Éclat

D’Yves Rocher Huile de Nuit Réparatrice d’Éclat, 39,95$ les 50 ml, disponible sur yvesrocher.ca

De Neostrata Hydragel Clarifiant à l’acide Mandélique Clarify, 42,70 $ les 50 ml, disponible em pharmacie

Pour Homme

De Groom Masque Clarifiant, 35 $ les 60 ml, disponible lesindustriesgroom.com

De Hanyul Gel-crème hydratant apaisant Artemisia, 49 $ les 55 ml, disponible sur sephora.ca

Soins Acné

D'Uriage Émulsion Matifiante Hyséac, 27 $ les 40 ml, disponible en pharmacie

De La Roche-Posay Gel Moussant Purifiant Microbiome Science, 30,95 $ les 400 ml, disponible en pharmacie

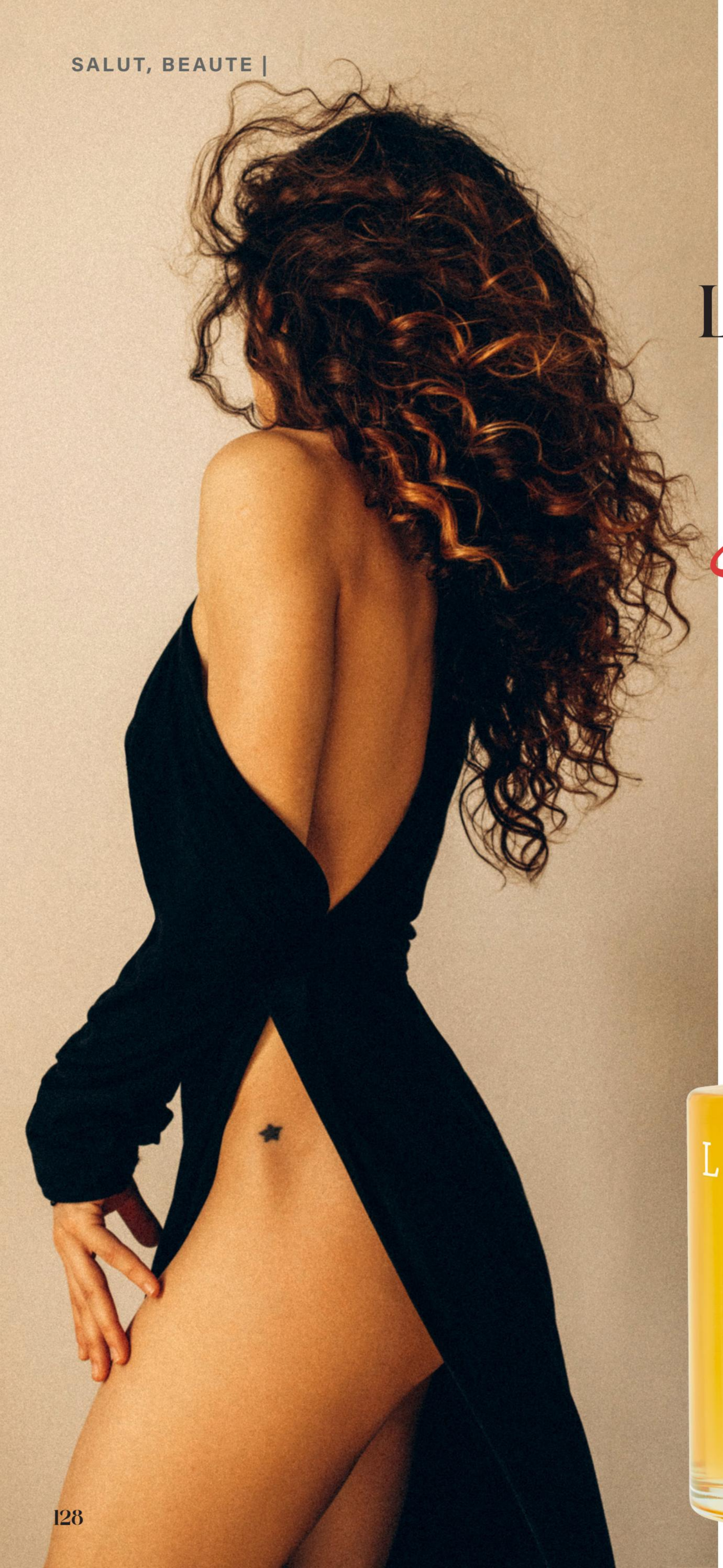
D'Uriage Pâte SOS Hyséac, 13 $, disponible en pharmacie

Les Sérums

De ROC Sérum Raffermissant en Stick Derm Correxion, 49,99$ les 30 g, disponible à Pharmaprix

De U Beauty Sérum Anti-Rides actif Smooth, 322 $ l3s 30 ml, disponible sur ubeauty.com

D'Uriage Sérum peau neuve Booster anti-imperfections, 43 $, disponible à Jean Coutu



Soins Corps

Les Chouchous de la Saison

En hiver on profite des produits essentiels pour cajoler sa peau ! Choisissez les meilleurs soins pour chouchouter votre corps de la tête aux pieds grâce à la sélection de produits concocté pour vous !

De La Rosée Huile de soin nourrissante, 46 $ les 100 ml, dipsonible à Pharmaprix

De Weleda Soin Corporel Nettoyant Skin Food, 10,99 $ les 200 ml, disponible sur well.ca

De The Body Shop Gommage-en-huile Nourissant Brazilian Cupuaçu gamme Spa du Monde, 49 $ les 400 ml, disponible aux boutique The Body Shop

D'Olay Super Serum Lotion Corporelle, 56,99 $ les 547 ml, disponible à Pharmaprix

De L'Occitane Huile Corps Immortelle Karité, 85 $ les 100 ml, disponible sur loccitane.com

De Tree Hut Beurre de Karité Fouetté pour le corps, 19,36 $ les 240 g, disponible à Pharmaprix

De Rare Beauty Baume Parfumé à Superposer Fresh Bergamote, 26 $ les 20 ml, disponible à Sephora

cosmetics

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1 New Innovation for 2026

2 New in stores

3 I Recommend Product of the Year Winners